

Pierce (R.V.)

World's Dispensary Dime Series.

ASTHMA

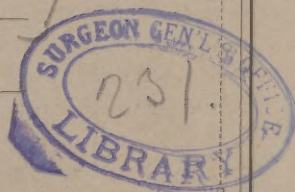


OR, PHTHISIC.

**A NEW, RATIONAL, and
SUCCESSFUL TREATMENT.**

[R.V. Pierce]

PART XIV.



BUFFALO, N. Y. :

PRINTED AND PUBLISHED AT THE WORLD'S DISPENSARY
PRINTING OFFICE AND BINDERY.

STRICTLY CONFIDENTIAL.

As we never publish the names of those who have been cured by our skill, unless with the full consent of the parties, we make the following

AFFIDAVIT:

STATE OF NEW YORK, }
COUNTY OF ERIE. } ss.

Dr. R. V. PIERCE, of the City of Buffalo, County of Erie, and State of New York, being duly and solemnly sworn, declares that all statements of cases, letters, extracts from letters, and testimonials of skill, published in this pamphlet, from which signatures are omitted, are genuine and true statements and letters, and quotations from letters, received either by him or the WORLD'S DISPENSARY MEDICAL ASSOCIATION, and that the said letters are now on file at the Invalids' Hotel, and that they are but fair samples of numerous others on file, and of those daily received.

R. V. PIERCE, M. D.,

President of the World's Dispensary Medical Association.

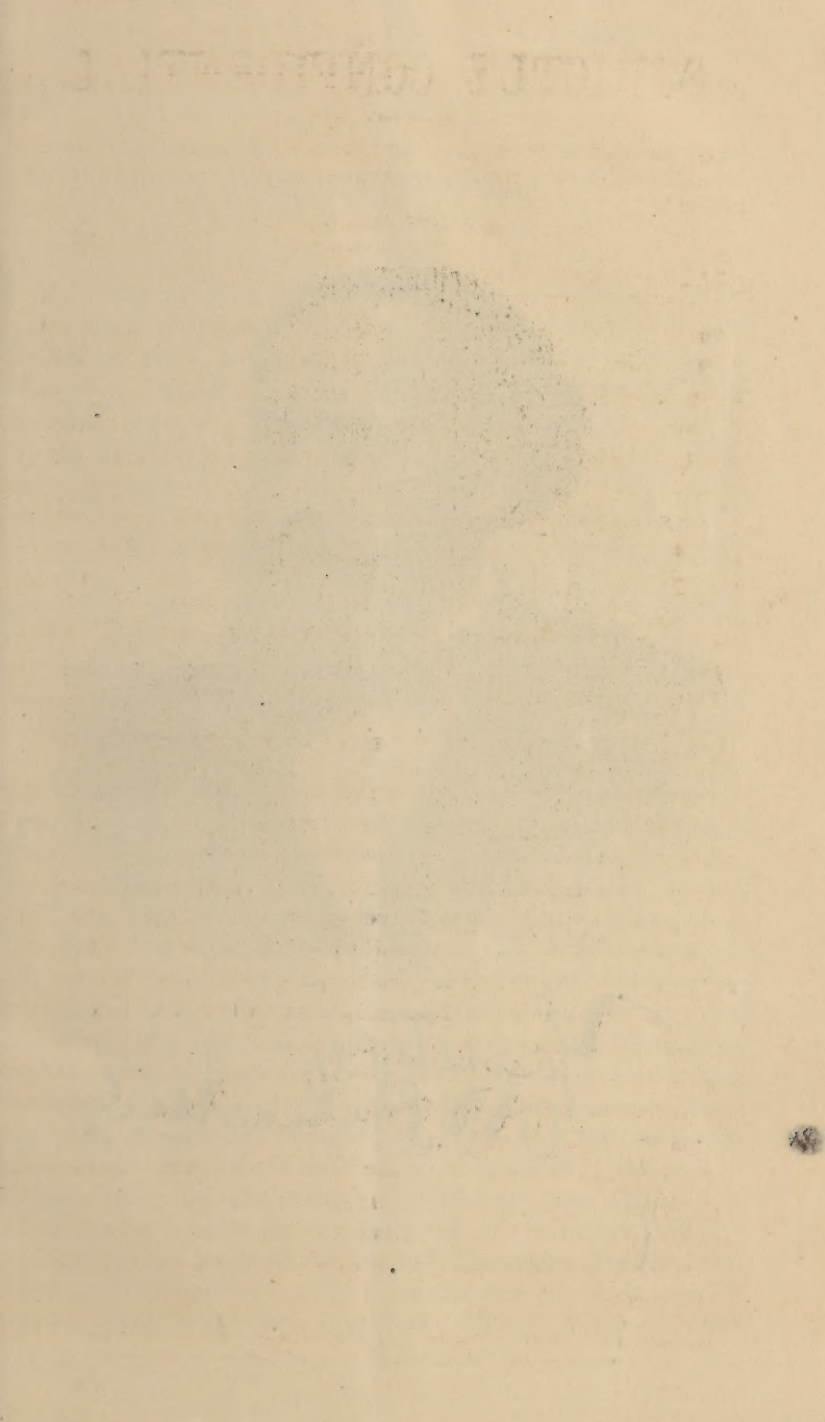
Subscribed and sworn to before me, this }
30th day of August, A. D. 1883. }

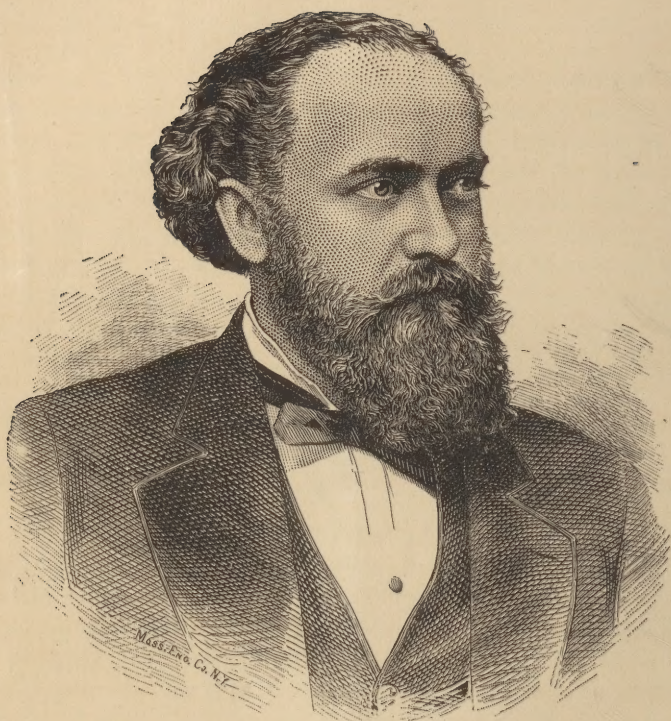
P. W. DORRIS,

[SEAL] *Notary Public, County of Erie, State of New York.*

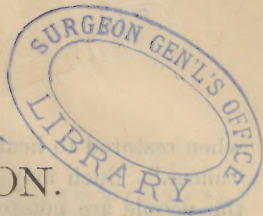
While not at liberty to publish the names of many of those whom we have cured of serious, and often dangerous diseases, as to do so would subject the parties to frequent annoyance, and put them to much trouble and some expense to answer the numerous enquiries that would be addressed to them by invalids, yet we are permitted, in many cases, to show the originals of these testimonials to earnest inquirers who may call at our institution for that purpose. This we cannot do with any of those that relate to delicate diseases, that should be considered as matters of privacy by every true physician. We regard as strictly confidential all information and knowledge of such cases that our patients communicate to us, whether given us in person or by letter, and no matter whether charged to keep it secret or confidential or not.

Patients can therefore feel assured, when laying their cases before any member of our Faculty, that no matter what the character of the malady may be, or what confessions of indiscretions may be made, all information and knowledge of the case will be treated as SACREDLY CONFIDENTIAL.





Your truly
W. R. K. K. K. K.



INTRODUCTION.

This may be truly considered the age of wonders. Fifty years ago a steamboat was put upon the water and the skeptic looked on giving as his opinion that it was only a question of time and it would go to the bottom. To-day there is not a navigable river on the globe but its waters have been disturbed by the wheels and propellers driven by steam. Not many years since, the locomotive (crude, it is true), managed by the hand of GEORGE STEVENSON, surprised the country folk of England. To-day there is hardly a settlement that the "iron horse" does not visit. Now we send our messages with lightning speed around the globe, by the telephone we talk with distant friends over a wire, and the electric light makes our streets and offices at midnight as light as midday. But in no field of human endeavor have more rapid advances been made than in the art and science of medicine. It would be unreasonable to suppose that while every department of investigation was progressing that the intellect of man should fail to push its inquiries, or his ambition fail to grasp many of the hidden mysteries of his own body, and particularly to attempt to discover those upon which his comfort and very existence depended. Our best thinkers have long been of the opinion that there is no disease positively incurable, at least in its earlier stages. The question was only, who would be the happy mortal to give to his fellow-man so invaluable a boon. Slowly and steadily are we reaching the high standard. The advanced surgeon of to-day uses his brains, eyes and fingers more than he does his knife. He is much more conservative, and the results are the saving of many a member, heretofore so speedily and bunglingly severed from the body. In medical practice we are still farther progressed. The stereotyped opinion of the learned (?) physician that Diabetes is incurable has been frequently disproved, as the records and testimonials in the hands of the World's Dispensary Medical Association will bear witness. The same wise men say to our patients before being treated that Cancer is positively incurable. But

when restored to health they tell them "the fact is, it was *not* a Cancer." Such may uphold their dignity for a short time but the people are not to be deceived by such prattle. The microscope tells the story invariably, and when we have cured a malignant growth, which the microscope has shown to be filled with cancer cells, we *know* we have cured a Cancer.

It is now several years since our Faculty began to specially investigate Asthma, another disease considered incurable. No amount of time or labor was considered too great in our researches. The profession were consulted in this country, in Europe and South America. So popular was the belief that the disease was not amenable to successful treatment that we were thrown entirely upon our own resources. We therefore tested all the medicinal plants and noted remedies of these great divisions of the earth most thoroughly. Our labors were not without rich reward. We are happy to assure the afflicted that we have added another to the wonders of the age. Our unparalleled success in the cure of Asthma is becoming known by the people, and asthmatics from every part of the world are daily consulting us. So extensive has become our correspondence that we are compelled to issue this little treatise in order to lessen our labors in writing particulars and to convey, in as few words as possible, our discovery, and the fact of our having established a *special Department* in connection with the World's Dispensary for treating Asthma and kindred affections. Patients from a distance and those visiting us will have not only the personal care and attention of our specialist in the Asthma Department, but the benefits of consultation with a full council of our Faculty when the disease is accompanied with serious complications.

WORLD'S DISPENSARY MEDICAL ASSOCIATION,

Buffalo, N. Y.

Our EUROPEAN BRANCH is at No. 3 New Oxford Street,
London, W. C.

ASTHMA (PHTHISIC).

One of the most distressing ailments with which the human family is afflicted is Asthma. Its symptoms are not to be mistaken. Suddenly and without apparent provocation the patient finds the greatest difficulty in breathing. When warning is given there is usually a sense of fullness in the stomach, flatulence, languor, and general nervous irritability. The countenance is a picture of anxiety and horror. The difficulty of breathing increases and the struggle for air commences. Every effort is made and many times beyond all bounds of reason and good judgment. Windows and doors are thrown open, fans used, and utterly regardless of consequences, even though the temperature be below zero, they pass the whole night in exposure and torture. Fearing suffocation, the patient dare not lay down, rushes to the window for air, rests his head upon a table or chair, or upon his hands with the elbows upon the knees, jumps up suddenly and gasps and struggles for air. The eyes are prominent and the veins of the forehead distended with blood; sometimes the bowels are relaxed. The urine is colorless and is passed in copious quantities. This symptom demonstrates the excitement of the whole nervous system. The voice is hoarse, articulation difficult, breathing limited, noisy and wheezy. The *wheezing* is diagnostic of the disease. It can only be confounded with Croup and then in the young. In Croup we have pain and difficulty in swallowing, fever and cough—usually absent in Asthma. A severe paroxysm of Asthma is very distressing to witness, and one unused to it might well suppose that the sufferer was in his last agonies. No definite limit can be assigned to the duration of the attack or of the disease. It may last but a few minutes, may endure for hours, or with slight remission continue for days. The condition of the patient may be for years as changeable as the pointings of the weather-vane. In fact, the atmosphere has much to do with the disease. With every approaching storm, with every cloud of dust, even the dust from sweeping a room, with every foul odor, and, in some more sensitive organizations, with even the perfume of flowers, a paroxysm is provoked. Truly he is a "child of circumstances," a veritable football upon the toes of every atmospheric disturbance.

UNPARALLELED SUCCESS.

Persons affected with Asthma or Phthisic are numerous. With such an amount of suffering in our midst is it not a marvel, if not a disgrace, that the medical profession of to-day endorse the opinions of a half century ago and pronounce it incurable, rather than make stupendous and laudable efforts to discover plans of medication that will result in certain and permanent cure. Almost single-handed we undertook this field of investigation, and we take pleasure in reporting that our labors have been crowned with success. The large experience furnished us has led to the discovery of remedies for this distressing malady of more than ordinary efficacy. Through the agency of these means we have been enabled to cure hundreds, who had suffered untold tortures for twelve, fifteen, or twenty-five years. In some whom we have been successful in curing they had suffered from childhood to middle and even old age. The treatment of Asthma, or Phthisic, still continues to be a prominent

specialty at the World's Dispensary and Invalids' Hotel. We shall be pleased to meet in this city any and all the skeptical and show them our proofs, which are most emphatic and convincing.

NATURE OF THE DISEASE.

As to the exact pathological condition in this malady, opinions differ. Some physicians consider it a disease of the nervous system, others, of the blood, others, of the bronchial tubes, while not a few believe it to be dependent upon some disease of the stomach, heart, liver, kidneys, or due to urinary disorders, or "female weakness." Respecting all these diseases of special organs, it is evident that any complication, and particularly one that is debilitating or causes irritation of the nervous system will increase this, and, in fact, any disease. This important factor we keep constantly in view in our treatment, and prescribe remedies that will remove all complications at the same time we are curing the Asthma. The exact connection between the two is not definitely understood unless it be that just described, for every one knows that diseases of any of the organs of the body may be present and no Asthma ensue. In Heart Disease we often have dyspnoea, or difficult breathing, but this is not of the nature of Asthma, or Phthisic. The condition of the lungs is readily understood. The heart beating rapidly sends a large quantity of blood to the lungs, the nearest organs. The lungs are unable to return the blood as rapidly as it is supplied. Hence the air cells are crowded and contracted, there is less space for air and less can be inspired. When the normal circulation is restored the difficult breathing ceases. This is not the case in Phthisic. We know it to be

A Blood Disease for in every instance we discover a vitiated condition of this fluid. Improvement is more rapid the less the deterioration. With alterative and tonic treatment, which restores the lost elements, improves the digestion, assimilation and nutrition, and drives out impurities, we establish health and render the cure permanent. We have also sufficient proof of the fact that it is

A Nervous Disease. A sudden fright, unfavorable news, grief, loss of property, etc., circumstances which affect the mind and nervous system, almost invariably throw the phthical into a paroxysm. Nervines are demanded, particularly if the case be a chronic one, and we see that they are carefully and properly prepared and supplied, and in such a form as to be exactly fitted to the temperament and constitution.

POPULAR REMEDIES USED FOR SELF-TREATMENT OF ASTHMA.

There are numerous remedies that may be used to relieve the paroxysms of Asthma. Among them we will notice a few that are most frequently employed by the profession. They can be easily and inexpensively prepared by any patient or druggist.

1. Equal parts of the tinctures of lobelia, capsicum and skunk-cabbage root. *Dose.*—Take a half teaspoonful in a little water every ten or fifteen minutes until relieved.

NOTE.—This is an anti-spasmodic and relaxant. In considerable quantities it will produce sickness at the stomach and perhaps vomiting. It should not be used when there is disease of the heart.

2. Chloroform. *Dose.*—A small quantity (say thirty drops) may be poured upon a handkerchief or napkin, held about one inch from the nostrils and the vapor inhaled. It is quite unnecessary to use this until insensibility follows; in fact, such an effect would be hazardous to life in the hands of the inexperienced.

3. Sulphuric ether. *Dose*.—The same as No. 2, and with the same precaution. Either of them should be used promptly upon the beginning of the paroxysm.

4. Take four ounces of stramonium leaves and strip from the stems, rubbing between the hands to partly pulverize. To this add one ounce of saltpetre, finely powdered. *Dose*.—Place a half teaspoonful upon a very hot shovel. Inhale the rising smoke. If the first few inspirations cause coughing, the smoke should not be evaded as the coughing incites deeper inspiration.

5. Stramonium and saltpetre as in No. 4. Dampen with water and make into balls or cones. These are more easily handled and are fired in the same way as the powder and used in the same way.

6. Take of sunflower leaves, stramonium leaves, mullein leaves, one ounce each; of lobelia leaves, half an ounce; of powdered nitre, one ounce; and of benzoic acid, two drams. Mix thoroughly. *Dose*.—A pipeful, to be smoked the same as tobacco.

7. A cup of hot coffee or several of hot water. This is especially effective in cases arising from checked perspiration, from rheumatism, etc.

These recipes are given to the public as being the principal agents employed by the medical profession throughout the world. It must be distinctly understood that they are not *curative* but merely *palliative*, and used to relieve paroxysms. We object to them wholly and unqualifiedly because they contain NARCOTICS. It is a fundamental principle in our treatment not to use this class of remedies. They stupify the brain, debilitate the nervous system, and have, in not a few instances, formed an unfortunate appetite and habit, most difficult to overcome. We are of the opinion that one of the chief reasons why this malady has been considered incurable is due in a great measure to the fact that physicians have almost universally relied upon narcotic drugs. With such medication a cure is the exception. Only can a cure be effected under such circumstances when the *powers of nature are sufficient to overcome both the NARCOTIC and the DISEASE*. That they will benefit we do not deny, but they will never cure. It reminds us of an old country doctor who advised a lady to smoke tobacco to cure Acid Dyspepsia. She followed the prescription for over thirty years and at last accounts was not cured yet. In all seriousness we ask would any other than a narcotic or stimulant be used with such persistency for anything like this length of time? Is it not apparent that such agents form a habit worse than the disease, the disease remaining notwithstanding? We appreciate the necessity for relief and do not blame the sufferers for availing themselves of any means for this purpose. But they should not be satisfied with relief only but look about for such a system of medication as will rid them of the disease completely and permanently. If a week's or a month's exemption is a "foretaste of heaven," how incomparable are the comforts and happiness to be derived from a life-time immunity?

MILLIONS OF DOLLARS

are annually spent upon the advice of physicians, in traveling expenses, and hotel bills, by sufferers from Asthma, or Phthisic, in seeking a change of climate that will be advantageous. It is the last expedient of the doctor who is annoyed by the continued complaint of his unrelieved patient, and can only be made available by the wealthy. In some instances the change is beneficial. But to be effectually so requires permanent change of residence and with it the quitting of business enterprises in other quarters. Most patients are unable or unwilling to do this. In some cases change only affords temporary relief, the attacks

returning after a few months. Even the wealthy dislike to take such chances. The less opulent cannot think of such methods, and hence are compelled to bear their sufferings as best they can. In the majority of instances the "change of climate" is only an illusion, or only temporarily beneficial at best. We can tell them of a better way and if they are wise they will follow it.

The World's Dispensary Medical Association in presenting this popular treatise on Asthma (Phthisic), believe they are meeting a want long felt by the people. Since we have established a special department for the treatment of this malady innumerable letters of consultation have reached us, and it is to answer some of the questions more frequently asked that we publish this pamphlet. Of the hundreds of testimonials we have received in grateful acknowledgement of our successful cure of this terrible and distressing affection, we have space to present but a few.

BE REASONABLE.

Formerly we have published a very large list of testimonials certifying to our unparalleled success in the cure of Asthma and giving the names and addresses of the cured as references. This brought upon those to whom we referred the burthen of answering innumerable letters of inquiry which we had no right to ask them to do, and we have therefore, in this edition, omitted the names of those certifying to our success and verified the truthfulness of all the testimonials herein published with the oath of the President of our Association. See Affidavit 2d page of cover.

OVERWHELMING EVIDENCE.

A well-known citizen of Pittsburg cured of Asthma of sixteen years' standing.

Mr. S. C. J. writes us as follows: "WORLD'S DISPENSARY MEDICAL ASSOCIATION, Buffalo, N. Y.: *Gentlemen*—For over sixteen years I was a terrible sufferer from Asthma. No one can imagine what I endured. Sometimes it seemed to me and my friends that I could not possibly live until morning, so severe were the paroxysms. I was reduced almost to a skeleton so terrible were my sufferings. My digestion was very poor and my system became a complete wreck. I commenced your wonderful specific treatment and, almost from the first, I was relieved, and in three months was permanently cured so that, although a year has passed since quitting your care and treatment I have had no return of the attacks. I have improved in flesh so that my friends hardly recognize me. When I commenced your treatment my weight was but 95 lbs., now I weigh 160. I cannot find words with which to express my gratitude sufficiently."

"Shadowed by Asthma" ever since one year old. Effectually cured.

Our Specialist has received the following:

BUFFALO, N. Y., February 15th, 1880.

Dear Sir—I must address you as the great Asthma Doctor, for I know of none that can cure that disease, except yourself, and I have for years been looking for the man that could do it; have traveled the world over, but never found a physician that worked as you do, nor any patent medicine to cure Asthma. All help and relief was of temporary duration; the Asthma itself seemed never to have been moved, till you did it.

Ever since I was one year old, my life has been shadowed by Asthma, at times suffering very great misery, prolonged and fearful spells of coughing. When I went to you for help, my case was almost hopeless, but I *knew of nowhere else to go if you failed*. It seemed my last chance for life, and I was bound to live if I could. Yours must be a *correct theory*, and your remedies skillfully prepared and well adapted to the disease, for I consider you have saved my life, *effectually curing me of Asthma*. I am a *living proof of the fact*. My whole family and connections can say the same thing, and they have known me all my life. I will furnish all the proof any human being can ask for, and I will do all in my power to send every fellow-sufferer to you. I am glad to know that Mr. B., whom I sent to you, is already improving. I wish you every success.

Yours respectfully,

F. V.

Taken from her chair for dead and cured.

Mrs. J. R. E., of Buffalo, N. Y., was for twelve years afflicted with Asthma, growing more intense in suffering as the years rolled on. All physicians employed gave only temporary relief. Her friends said they never saw such a severe case. She was beyond all description most miserable; sometimes she was many nights without sleep; for two years she never had one night's rest, and coughed fifteen to thirty minutes continuously, till nearly suffocated and blue in the face. Her stomach was in a very bad condition and she could only take light or liquid food; frequently her head would ache for hours after the paroxysms passed, preventing sleep or rest; often her neighbors thought she could not live another half hour, and on one occasion she was taken from her chair for dead. She was much emaciated and so intense was her suffering that life had become a burden to her. In this sad condition the physician who had charge of our Department for the cure of Asthma, commenced the treatment of the case, and she was speedily cured. She only took treatment two months and has never had an attack since, although over a year has passed. So severe were her sufferings that she was at one time reduced to 83 pounds in weight, and now she weighs 149 pounds.

A whole neighborhood will endorse the above statement.

Asthma of sixteen years' standing cured.

Our Specialist refers to the following unsolicited testimonial with pride.

BUFFALO, N. Y., November 15th, 1879.

Gentlemen—Out of a grateful heart I address you this voluntary testimonial of the very happy result of two months' treatment for Asthma. What I have suffered for the last sixteen years would fill a volume. It is impossible to give any idea of it in a letter, and it is just as impossible to describe my feelings since I have been cured. I have tried the various patent medicines, also some of the best doctors in Buffalo, New York City, Indiana, and Canada, finding only temporary relief. I had night-sweats, fever, and very severe headaches. For nearly three years I was unable to lie down in bed, and suffered untold misery for want of rest and sleep. At the solicitation of friends, I tried the Ozone treatment, which like all previous remedies, proved a failure. I read a testimonial of the good received by Dr. GOODSPEED from your treatment and decided to try your skill, and am so thankful I did, for I believe you know what Asthma is, and how to cure it—as in my case you have effected a *perfect cure* of Asthma. And for the benefit of others suffering from this terrible disease or any lung difficulty, if they will give me a call, I shall be happy to talk with them and encourage them to place themselves under your care, and answer any questions as to my cure. Accept, Doctor, my sincere thanks for a new lease of life and happiness.

MRS. N. K.

More Home Testimony.

BUFFALO, N. Y., March 18th, 1879.

My wife has been troubled for nineteen years with Asthma, suffered very much, tried every thing and many doctors for her without finding relief. Was recommended to you, and one bottle of your medicine acted like magic. She is now able to do her own work with comfort, after suffering so many years. All those wishing to see me, I shall be glad to tell them all about it.

P. C.

The Luxury of Sleep Guaranteed.

The greatest luxury Asthmatics enjoy as they approach a cure, is the comfort of being able to lie down in bed, and have an old-fashioned, good night's rest, such as some of them have not had for years before. This one blessing is worth five times the amount charged for the whole treatment.

One of our patients, in the winter of 1878, suffered so greatly from paroxysms, that for one hundred consecutive nights she was unable to lie down in her bed and enjoy good sleep. In six weeks from the time she commenced the use of our remedies, we had the pleasure of receiving a most flattering testimonial from her husband, dated 24th December, 1878, in which he stated the Asthma had entirely left her. We received another confirmatory letter from him, March 18th, 1879.

Asthma of twenty years' standing, permanently cured.

Our Specialist is in receipt of the following:

BUFFALO, N. Y., September 23d, 1880.

Gentlemen—I am so thankful I came to you. I was troubled with Asthma most of the time for twenty years. I doctored and doctored, and I suffered so much with a cough, I thought I would cough to death sometimes. When I went under your treatment I was very sick and weak, unable to be around, or eat any thing of any account. Now I feel well and happy, I am strong and attend to my Stall in the Market. I tell every one what you have done for me. I cannot say enough in your praise. You may tell everybody that is sick with Asthma or short breath, and has a bad cough, to come to me, and I will be glad to tell them that you cured me.

J. H.

Prompt cure of Asthma of four years' standing.

BUFFALO, N. Y., April 15th, 1880.

This is to certify that I have been a sufferer from Asthma for the last four years. I have tried numerous inhalants and other remedies and never received more than temporary relief. The last three years I spent in the Western country, thinking that the change of climate would help me. I returned to Buffalo on the first of January, and from that time until the fourth of March, I was unable to be in a bed, I was so distressed and smothered. Being recommended to the physician now in charge of the Asthma Department at the Invalids' Hotel, I placed myself under his treatment, and since that time have never had even a symptom of the Asthma and have been steadily improving ever since.

Yours respectfully,

J. P.

A well-known citizen of Buffalo, cured of Asthma of twenty-five years' standing, writing to our Specialist, says:

I take great pleasure in saying your mode of treating Asthma is truly wonderful, so simple, yet so effective. I have been afflicted more or less the last twenty-five years, and for some nights previous to adopting your specific method of treatment, I had not slept. After only one dose of the medicine you gave me, I had a good night's rest, and have continued to improve in health until I feel well and happy at my deliverance. I now consider Asthma can be cured, and recommend all Asthmatics to try your skill with every assurance of success.

C. J. H.

Magical Relief and a Wonderful Cure.

BUFFALO, N. Y., January 30th, 1880.

Gentlemen—For months before my wife came to you, she had been treated by some of our city physicians for a variety of diseases, viz: Asthma complicated with kidney complaint, enlargement of liver, also heart and lung disease, etc. During these months there was a gradual wasting away of her energies and life. On several occasions the relatives and friends proposed to telegraph to me to come home, expecting she must die, but being a captain on the lake it was difficult to find me. She was considered by our physician as a hopeless case after, as he told me, consulting his professional brethren about her. During the night she would cough five hours at a time. No sleep, no rest, no appetite, no comfort. Her physician cheerfully consented to her applying to you for the help he could not give her.

The afternoon of November 9th, 1879, was the ever memorable day she sent to you. It was evident after taking three doses of your medicine that it had gone at once to the seat of the disease; the happy results were soon apparent, sleep came to her relief, such restful and continuous sleep she had not enjoyed for months before. After taking six doses of your medicine SHE WAS PERFECTLY CURED OF THE ASTHMA; the disease was conquered, and a new life of comfort, health, and happiness, entered upon. I wish I could pay you who have cured her, the hundreds of dollars I have paid other physicians, who could not do it. She will gladly answer any questions.

Very thankfully your friend,

J. T

Treating Asthma Patients Out of the City.

Our correspondence throughout the United States is large, and the sick and suffering receive treatment from us thousands of miles distant. The method we adopt is to send a list of questions to be answered, which are exhaustive in their character, the answers being full and explicit, thus enabling us to form a correct diagnosis of each case. Patients at home or abroad will always receive from us the kindest consideration and sympathy.

Terms of Treatment.

Our terms are regulated so as to be within the reach of all classes, and are, of course, dependent largely upon the condition and requirements of patients. Those living at a distance and wishing to avail themselves of our *personal care and attention* can be provided with good boarding accommodations, at reasonable prices, at the Invalids' Hotel. Our general rule is to treat patients by the month, and we extend a cordial invitation to the sick and suffering (even though hopeless and despairing some may be) from Asthma, or any disease of the Throat and Lungs, to call on us, if possible, or write us if they cannot call, or communicate with us through their friends.

Address all letters to WORLD'S DISPENSARY MEDICAL ASSOCIATION, Buffalo, N. Y.

APPENDIX.

World's Dispensary Medical Association

Incorporated under Statute Enacted by the Legislature of New York.

Dr. R. V. PIERCE, having acquired a world-wide reputation in the treatment of Chronic Diseases, resulting in a professional

business far exceeding his individual ability to conduct, some years ago induced several medical gentlemen of high professional standing to associate themselves with him, as the Faculty of the World's Dispensary and Surgical Institute, the Consulting Department of which has since been merged into the Invalids' Hotel. The organization is duly incorporated under a statute enacted

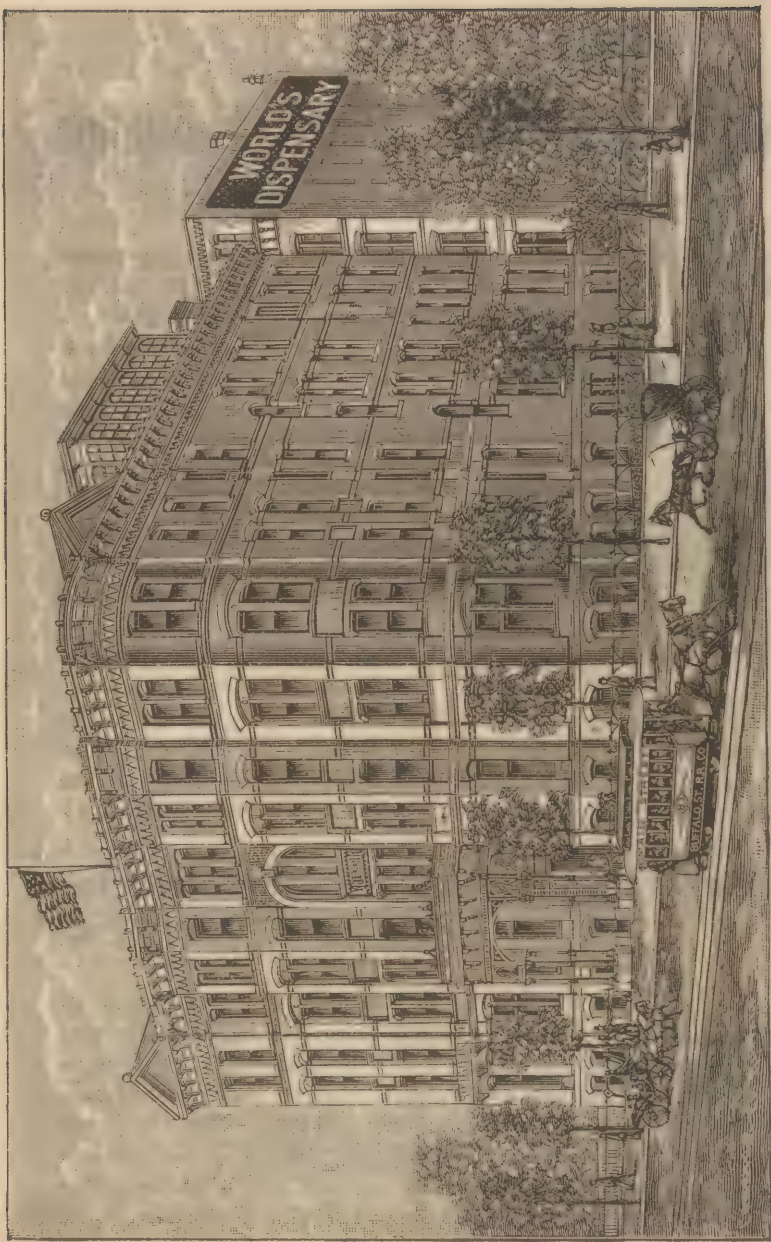


by the Legislature of the State of New York, and under the name and style of the "WORLD'S DISPENSARY MEDICAL ASSOCIATION," of which Dr. PIERCE is President, and in the affairs of which he will, as heretofore, take an active and constant part.

EUROPEAN BRANCH, No. 3 New Oxford Street, LONDON, Eng.

IMPORTANT ANNOUNCEMENT.

Dr. R. V. PIERCE, having in the Fall of 1880 resigned his seat in Congress, has since been able to devote his whole time and attention to the interests of the Association, and those consulting our Medical and Surgical Faculty have the full benefits of his counsel and professional services. That he should prefer to give up a high and honorable position in the councils of the nation, to serve the sick, is conclusive evidence of his devotion to their interests and of love for his profession.



Invalids' Hotel and Surgical Institute, 663 Main Street, Buffalo, N. Y.

THE INVALIDS' HOTEL

A MODEL SANITARIUM AND SURGICAL INSTITUTE.

Not a Hospital, but a pleasant Remedial Home, organized with
A FULL STAFF OF FIFTEEN PHYSICIANS AND SURGEONS,
and exclusively devoted to the treatment of all
Chronic Diseases.

This imposing Establishment was designed and erected to accommodate the large number of invalids who visit Buffalo from every State and Territory, as well as from many foreign lands,



One of the Reception Rooms.—Invalids' Hotel.

that they may avail themselves of the professional services of the Staff of skilled specialists in medicine and surgery that compose the Faculty of this widely-celebrated institution.

DESTROYED BY FIRE.

On the sixteenth of February, 1881, the original Invalids' Hotel was totally destroyed by fire. Although occupied at the time by a large number of invalids, yet through the extraordinary exertions of the Faculty and employes all were safely removed from the building without injury to any one. The Board of Trustees took prompt steps to rebuild, for the accommodation of the many

sufferers who apply, to avail themselves of the skill, facilities, and advantages of treatment which such a perfectly equipped establishment affords. Profiting by the experience afforded by several years' occupancy of the original Invalids' Hotel building, which at the date of its erection was the largest and most complete establishment of its kind in the world, we believe we have in the building of the elegant structure illustrated herein, made great improvements over the original Invalids' Hotel, for the accommodation of our patients. The Invalids' Hotel is pleasantly situated at No. 663 Main Street, in the city of Buffalo, just above and outside the business and bustle of this Queen City of the Lakes. It is easily reached from the railroad depots by the Exchange and Main Street car lines (see map in back part of this little book). It is a substantially built brick building trimmed with sandstone, well-lighted, and provided with patent hydraulic elevator, so that its upper stories are quite as desirable as any, being more quiet than those lower down. It is well provided with fire escapes, and, in fact, nothing has been neglected that can add to the comfort and home-like make-up of this popular national resort for the invalid and afflicted. Great pains and expense have been assumed in providing perfect ventilation for every room and part of the building. The yard and surroundings of the Hotel are very pleasant, it being located in the finest built part of the city, among the most elegant residences.

STAFF OF PHYSICIANS AND SURGEONS.

Only men who are, by thorough education and experience, especially fitted to fill their respective positions, have been chosen to serve as physicians and surgeons in this institution. After having spent a very large sum of money in erecting and furnishing this national resort for invalids with every requirement and facility for the successful treatment of all classes of chronic diseases, it is the determination of the Board of Directors that the Faculty of Physicians and Surgeons shall be superior in culture, experience, and skill.

We have not the space to speak, individually, of the fifteen professional gentlemen composing the Faculty, but will say that among them are those whose long connection with the World's Dispensary and Surgical Institute has given them great experi-

ence and has rendered them *experts* in their specialties. Several of them had previously distinguished themselves in both private and hospital practice, had held important chairs as lecturers and teachers in Medical Colleges, and had filled responsible positions in military and civil hospitals; also in some of the most noted Asylums, Dispensaries, and Sanitary Institutions, in the land.

With such a staff of Physicians and Surgeons, efficient and trained nurses, and with all the most approved sanitary, medical, and surgical appliances which study, experience, invention and the most liberal expenditure of money, can produce and bring together in one institution, the Invalids' Hotel affords the afflicted unusual opportunities for relief.

THE BATH DEPARTMENT.

The Invalids' Hotel is provided with Turkish, electric and other approved baths, with a treatment-room, fitted up with vacuum and movement treatment apparatus of the most modern and approved style. These and much more ingeniously devised apparatus and appliances are brought into use in a great variety of chronic affections with marvelously successful results. A perfect system of physical training, especially adapted to the wants of the invalid and weak, and most skillfully conducted and applied, is not the least important among the many advantages that the chronic sufferers here find.

THE SURGICAL DEPARTMENT.

In the surgical Department, every instrument and appliance approved by the modern operator is provided, and many and ingenious are the instruments and devices that the Faculty of this institution have invented and perfected to meet the wants of their numerous cases.

OUR REMEDIES.

In the prescribing of remedies for disease, the Staff resort to the whole broad field of *materia medica*, allowing themselves to be hampered by no school, *ism*, *pathy* or sect. The medicines employed are all prepared by skilled chemists and pharmacists, and the greatest care is exercised to have them manufactured from the freshest and purest ingredients. Our Faculty probably employ a greater number and variety of native roots, barks and

herbs, in their practice, than are used in any other invalids' resort in the land. All of the vegetable extracts employed in our practice are prepared in our own Laboratory.

REGULATION OF DIET.

The table is supplied with an abundance of wholesome and nutritious food, especially adapted and prepared to suit the invalid, it being varied to suit each particular case. The Faculty recognize the importance of proper food as one of the greatest factors in the treatment of chronic diseases. While properly regulating and restricting the food of the invalid when necessary, they also recognize the fact that many are benefited by a liberal diet of the most substantial food, as steaks, eggs, oysters, milk, and other very nutritious articles of diet, which are always provided in abundance for those for whom they are suited.

From previous experience somewhere, some people get the impression that they are to be half starved at such an institution as this. If this is the case anywhere, it is not so here, as any one will attest who has ever resided at our sanitarium.

TRAINED ATTENDANTS.

A sufficient number of trained and experienced nurses are employed, that those requiring attendance may have the very best of care.

GOOD ORDER.

The institution is conducted in an orderly manner, that the utmost quiet may be secured. The Faculty insist upon the observance, on the part of the invalid, while under treatment, of habits of regularity as to eating, sleeping, bathing and exercise. Only by such observance of hygienic laws can they succeed in their course of remedial training, and make their treatment curative.

AMUSEMENTS.

While insisting upon strict observance of rules established for the good of the patient, they do not make their requirements so rigid as to interfere with the comfort and enjoyment of their patients, but, on the contrary, endeavor, in every manner possible, to provide innocent and entertaining amusements for all, recognizing the great importance of pleasant occupation of the

mind, as an essential part of the treatment. Hence the introduction of music, amusing games, light reading, and kindred agencies for pleasant entertainment, is not neglected.

UNPARALLELED SUCCESS.

The founder of this institution commenced, many years ago, with little capital, to build up a business in the treatment of chronic diseases and devoted himself diligently to that end. His reputation for skill in his chosen field of practice gradually extended until, to-day, his fame and that of the World's Dispensary and Invalids' Hotel, is simply world-wide. As the business increased those eminent for skill have been induced to join the Faculty, until fifteen professional gentlemen, each devoting his attention to a special branch of practice, now (Sept. 1, 1883) constitute the medical and surgical staff.

One reason why we excel in the treatment of *chronic diseases*, is the fact that we are supplied with all the modern improvements in the way of instruments, appliances, and remedial agents used in the healing art, the expense of which deters the local physician in general practice from procuring, for the treatment of the limited number of cases that come within the circuit of his practice. The treatment of such cases requires special attention and special study to be successful.

A COMMON SENSE VIEW.

It is a well-known fact, that appeals to the judgment of every thinking person, that a physician who devotes his whole time to the study and investigation of a certain class of diseases, must become better qualified to treat such diseases than he who attempts to treat every ill to which flesh is heir, without giving special attention to any particular class of diseases. Men, in all ages of the world, who have *made their marks*, or who have become famous, have devoted their lives to some special branch of science, art, or literature.

LIBERALITY.

We wage no war against any physician, no matter what school of medicine he may represent; but, on the other hand, we invite the co-operation of all regular physicians. We are always ready and willing to impart to them any information or

render any assistance that will be of mutual benefit to them and their patients.

OUR PHYSICIANS AND SURGEONS.

who visit different parts of the country, for the accommodation of those invalids desiring to consult them, who are unable to come to Buffalo, always carry with them our letter of endorsement, bearing upon its head an illustration of our Invalids' Hotel and Surgical Institute, as well as that of our World's Dispensary. This letter is also attested by the signature of our President, Dr. R. V. PIERCE, and bears upon it the seal of this Association, substantially as shown on page 1 of this appendix, being a representation of Esculapius, the "Father of Medicine," surmounting the World. This representation is firmly impressed with the words, "World's Dispensary Medical Association, Buffalo, N. Y.," on a large gilt seal.

Any person representing himself as one of our physicians and surgeons, and not willing and able at any and all times to show these credentials exactly as herein accurately described, is simply a swindler. We never send out agents to peddle medicines. If any person engaged in such business claims to be from our Institutions, he is a swindler.

CAUTION.

Although the word "World's" was never employed to designate a medical company or association until so employed, years ago, by us, yet right here, almost within the shadow of our world-renowned institutions, is a concern, recently organized, and attempting to do business under the firm name and address of the "World's Medicine Company." We leave our readers to draw their own conclusions as to the object of persons who thus ape those with whom they have not the ability to compete, in an honorable way.

To shun all those whose object in adopting similar sounding names to that employed by us, to distinguish our incorporated company, or Association of Physicians and Surgeons, can only be to mislead the afflicted, address all communications *plainly* to

WORLD'S DISPENSARY MEDICAL ASSOCIATION,

No. 663 Main Street, BUFFALO, N. Y.

WORLD'S DISPENSARY.

The immense building erected and occupied by the World's Dispensary Medical Association as a Laboratory, wherein are manufactured our Dr. Pierce's Standard Family Medicines, is not inappropriately called the *World's Dispensary*, for within its walls are prepared a series of remedies of such exceeding merit that they have acquired world-wide fame, and are sold in vast quantities in nearly every civilized country.



World's Dispensary.

The structure, located at 660 to 670 Washington Street, immediately in the rear of the Invalids' Hotel, is of brick, with sandstone trimmings, six stories high and 100 feet square. Its most striking architectural features exteriorly are massiveness, combined with grace and beauty of outline, and great strength.

THE BASEMENT.

The basement or first story opens on a level from the Washington Street sidewalk, and is occupied by a plant of three large boilers, which supply the steam used to run a huge Corliss engine, of 100 horse-power, which is also located on this floor. This powerful engine drives all the machinery of the establish-

ment, including drug mills, pill machines, packing machinery, a large number of printing presses, folding machines, stitching, trimming, and many other machines, located on the different floors and used in the manufacture of medicines, books, pamphlets, circulars, posters, and other printed matter. On this floor is also located much ingeniously-devised bottling, label-



Section of Chemical Laboratory.—World's Dispensary.

ing, wrapping, and packing machinery, and also the shipping department. Here may be seen huge piles of medicine, boxed, marked, and ready for shipment to all parts of the civilized world. A large steam freight elevator leads from this to the floors above.

MAIN FLOOR.

The main or second floor of the Dispensary is entered from Main Street, by a short walk through the grounds surrounding the Invalids' Hotel and Surgical Institute. On this floor are located reception-rooms, business offices, counting-room, the advertising department, mailing-room, the extensive medical library, and a series of fourteen large, elegantly-furnished and well-lighted rooms, occupied by the medical staff as reception

parlors and consultation and surgical operating rooms. The entrance to and arrangement of these rooms is such as to secure the utmost privacy and seclusion for the patient. Large, fire-proof vaults are provided for the safe keeping of books, papers,



Section of Printing Department.—World's Dispensary.

and valuables, whilst the counting-room and offices are elegantly finished in hard woods, and present a beautiful and grand appearance.

THIRD FLOOR.

On this floor are the Association's extensive printing and binding works. Thirteen large presses driven by power, with numerous folding machines, trimming, cutting, and stitching machinery, are constantly running in this department. Here is printed and bound Dr. Pierce's popular work of nearly a thousand pages, denominated "The People's Common Sense Medical Adviser," over 225,000 copies of which have been sold. Millions of pocket memorandum books, pamphlets, circulars, and cards are also

issued from this department and scattered broad-cast to every quarter of the globe.

FOURTH FLOOR.

Large mills for crushing, grinding, pulverizing roots, barks, herbs, and other drugs, occupy a considerable part of this floor.



Small Section of Chemical Laboratory.—World's Dispensary.

Extensive drying-rooms, in which articles to be ground in the drug mills are properly dried, are also located upon this floor, as are also many large tanks containing thousands of gallons of medicine ready for bottling. In a large room set aside for that purpose, are stored vast quantities of labels and wrappers, for use in putting up medicines. There is also located on this floor an elegantly-furnished dispensing-room, where the physicians' prescriptions are carefully compounded and prepared by skilled pharmacists to suit each individual case consulting the Faculty.

FIFTH FLOOR.

This entire floor is occupied with mixing, percolating, distilling, filtering, and other apparatus employed in the manufactur-

ing of medicines. Every process is conducted under the watchful care of an experienced chemist and pharmacist, and in the most perfect and orderly manner; the apparatus employed being of the most approved character. Here are manufactured all the various medicinal preparations and compounds prescribed by the Faculty, in the treatment of special cases.

SIXTH FLOOR.

This is wholly occupied for the storage of paper, crude drugs, glass, corks, and other supplies employed in the general business.

GENERAL CONSIDERATIONS.

In all departments of this vast business establishment, the visitor is struck with the perfect system which everywhere prevails, and the wonderful accuracy with which every process



Boiler and Engine Rooms.—World's Dispensary.

and transaction is carried on and consummated. Hence the uniformity of purity and strength for which the medicines here manufactured have so long been celebrated. To this, also, is due much of the marvelous success attained in the department established for the special treatment of chronic and obstinate cases of disease. In this department the Faculty are not at all limited or hampered in prescribing, and do not confine themselves in the least to the proprietary or standard medicines manufactured for general sale through druggists, but employ a range of curative agents unsurpassed in variety and range of applications. They aim to carefully adapt their prescriptions to each individual case.

THE
INVALIDS' HOTEL
AND SURGICAL INSTITUTE.

*SOME OF THE CAUSES THAT LED TO THE ERECTION OF,
AND THE ADVANTAGES WHICH IT AFFORDS.*



View of Prospect Park, Buffalo, from Prospect Avenue.

The destinies of institutions, like those of men, are often determined by pre-existing causes. The destinies of some men are like those of way-side plants springing up without other apparent cause than the caprice of nature, developing without any apparent aim, yielding no perfected fruit, and, finally, dying, leaving scarcely a trace of their existence. Thus it is with institutions that have their origin only in man's caprice. To be enduring they must be founded upon the needs and necessities of humanity. Many of the great men of the world owe their greatness more to surrounding circumstances than to the genius within them. For the highest genius can be dwarfed or deformed by

the force of adverse circumstances; hence the poetic truth of Gray in those exquisite lines :

"Some mute inglorious Milton
here may lie,
Some Cromwell guiltless of his
country's blood."

Opportunity is the guiding star of genius. Without it, genius would drift hither and thither upon the restless, ever changing waves of circumstance, never casting anchor in a secure haven. Upon opportunity, too, depends the success of institutions. By opportunity we mean a real and acknowledged public want. Whoever undertakes to supply this want finds himself and his work upon the crest-wave of prosperity. It was to supply such a want that this institution was erected.

A REMEDIAL HOME.

Of the forty millions of people living in the United States to-day, it is estimated that nearly eight millions are sufferers from chronic disease. Think for a moment! Eight millions of people slowly but surely dying by the insidious and fatal development of chronic disease! This is an appalling fact. And yet this is the very class of diseases with which the general practitioner is least familiar.

As a general practitioner of the healing art, fresh from *curriculum*, the founder of this institution early realized that the great unpardonable sin of the medical profession is the neglect to more thoroughly study and investigate this class of diseases.

The profession is diligently cauterizing and poulticing the sores which now and then appear on the surface, but the internal chronic disease, of which these are merely the external signs, is too often overlooked or neglected.

Some years ago we devised and put into practical operation a method of

TREATING PATIENTS AT THEIR HOMES,

without requiring them to undergo personal examinations. We reasoned that the physician had abundant opportunity to accurately determine the nature of most chronic diseases without ever seeing his patient. In substantiating that proposition, we cited the perfect *accuracy* with which scientists are enabled to deduce the most minute particulars in their several departments,

which appears almost miraculous, if we view it in the light of the early ages. Take, for example, the electro-magnetic telegraph, the greatest invention of the age. Is it not a marvelous degree of accuracy which enables an operator to *exactly* locate a fracture in a sub-marine cable nearly three thousand miles long? Our venerable "clerk of the weather" has become so thoroughly familiar with the most wayward elements of nature that he can accurately predict their movements. He can sit in Washington



Section of Binding Department.—World's Dispensary.

and foretell what the weather will be in Florida or New York, as well as if hundreds of miles did not intervene between him and the places named. And so in all departments of modern science, what is required is the knowledge of certain *signs*. From these, scientists deduce accurate conclusions regardless of distance. A few fossils sent to the expert geologist enable him to accurately determine the rock-formation from which they were taken. He can describe it to you as perfectly as if a cleft

of it were lying on his table. So also the chemist can determine the constitution of the sun as accurately as if that luminary were not ninety-five million miles from his laboratory. The sun sends certain *signs* over the "infinitude of space," which the chemist classifies by passing them through the spectroscope. Only the presence of certain substances could produce these solar signs.

So, also, in medical science,

DISEASE HAS CERTAIN UNMISTAKABLE SIGNS,

or symptoms, and by reason of this fact, we have been enabled to originate and perfect a system of determining with the greatest accuracy, the nature of chronic diseases without seeing and personally examining our patients. In recognizing diseases without a personal examination of the patient, we claim to possess no miraculous powers. We obtain our knowledge of the patient's disease by the practical application of well-established principles of modern science to the practice of medicine. And it is to the accuracy with which this system has endowed us that we owe our almost world-wide reputation for the skillful treatment of all lingering, or chronic, affections. This system of practice, with the marvelous success which has been attained through it, demonstrates the fact that diseases display certain phenomena, which, being subjected to scientific analysis, furnish abundant and unmistakable data to guide the judgment of the skillful practitioner aright in determining the nature of diseased conditions.

So successful has been this method of treating patients at a distance, that there is scarcely a city or a village in the United States that is not represented by one or more cases upon the "Records of Practice" at the Invalids' Hotel. In all chronic diseases that are curable by medical treatment, it is only in very rare cases that we cannot do as well for the patient while he or she remains at home, as if here in person to be examined. But we annually treat hundreds of cases requiring surgical operations and careful after-treatment, and in these cases our Invalids' Hotel, or home, is indispensable. Here the patient has the services not only of the most skillful surgeons, but also, what is quite as necessary in the after-treatment, of thoroughly trained and skilled nurses.

What should be the essential characteristics of an Invalids' Home?

CLIMATE.

Obviously, the most important of these characteristics is *climate*. Climatology, from being a mere speculative theory, has arisen to the deserved rank of a science. The influence of the climate of a country on the national character has long been observed and acknowledged. The languid but passionate tem-



One of the Reception Rooms.—Invalids' Hotel.

peraments of the South are like its volcanoes, now quiet and silent, anon bursting forth with terrible activity, flooding entire cities with molten fire; or like its skies, now sunny, cloudless, an hour hence convulsed with lightnings and deluging the earth with passionate rain; or like its winds, to-day soft, balmy, with healing on their wings, to-night the wind fiends, the destroying simoom, rushing through the land, withering and scorching every flower and blade of herbage on its way. On the other hand, the calm, phlegmatic temperament of the North accords

well with her silent mountains, her serener skies, and her less vehement, but chilling winds. The South, too, is the native home of the most violent acute diseases, as yellow fever and cholera. But aside from this general climatic influence, there is the yet more restricted one of locality. You have observed how certain classes of diseases are most prevalent in certain localities, the prevalence in every instance being due to peculiarities of climate.

EXTREME HEALTHFULNESS OF BUFFALO.

In the published records of the examination for military service in the army, during our late civil war, this fact was clearly and definitely stated, and maps were prepared and presented showing the comparative prevalence of certain diseases in the several States and districts represented. The maps are prepared by a graduation of color, the lighter shades indicating the localities where the special disease under consideration is least prevalent. And it is a very significant and important fact that in all chronic diseases, not due to occupation or accident, Buffalo and its immediate vicinity is marked by the lighter shades. Thus, in epilepsy, paralysis, scrofula, rheumatism, and consumption, our city is little more than tinted with the several colors used to denote these diseases.

There is a popular, but unfounded, belief that Buffalo is a hot-bed for pulmonary diseases. This idea could have originated only in an ignorant disregard of facts; for medical statistics prove that in her freedom from this class of diseases she is unrivaled by any city in America, not excepting those on seaboard.

EVIDENCE OF HEALTH STATISTICS.

Compare, if you please, the statistics, of Buffalo with those of the great Eastern cities in this respect. In Boston and New York the death-rate from consumption shows a ratio of about 1 to 5 of the whole number of deaths. In Baltimore and Philadelphia the ratio is 1 to 6, while in Buffalo the death-rate from consumption is only 1 to 10—a very remarkable difference in favor of our city. Only last summer, a gentleman residing in the eastern part of our State collected and compared the health

statistics for 1876 of all the prominent cities in the United States. The result showed that

BUFFALO OUTRANKS ALL IN HEALTHFULNESS.

A great deal of precious breath has been expended in blustering about Buffalo zephyrs, as our delightful lake breezes are sometimes ironically termed. And it is a popular belief among our sister cities that old Boreas has chosen Buffalo for his headquarters. When we hear a person dilating upon "Buffalo's



Bird's-eye view of the City of Buffalo, and Harbor in the distance.

terrific winds," we are reminded of one of our lady acquaintances who recently returned from a European tour. She was asked how she enjoyed her sea voyage, and she replied, "Oh, it was delightful, really charming! There is something so grand about the sea!" We were not a little surprised at this enthusiastic outburst, as we had been told by a member of her party that the lady had industriously vomited her way to Hamburg and back again. But the lady's enthusiasm was easily explained. It is fashionable to characterize sea voyages as delightful, charming, etc. Now, we suspect this popular notion about our

"trying winds" is traceable to the same source. It has become customary to call Buffalo a "windy place," and so when the traveler feels a slight lake breeze, he imagines it to be a "terrific gale." Whatever may have originated this notion, certain it is that it is utterly, undeniably false. And in making this denial we are not dependent upon observation, but upon the

FACTS OF SCIENCE.

The issue of July 18, 1874, of the *Buffalo Commercial Advertiser*, contained a series of tables, furnished by the Signal Service Bureau, showing the velocity of the wind at eleven prominent cities for the year 1873. An examination of the table shows that the total velocity for the year was the *lowest in Buffalo* of any of the lake ports; while Philadelphia and New York showed far higher aggregates of velocity than our city. On this subject, in the issue of August 21st of the same year, the editor pleasantly remarks: "Only the interior and southern seaboard cities, and not many of them, show a lower total velocity of the wind than is marked against this city; and as for those places, heaven help their unfortunate inhabitants in the sultry nights of the summer season, when they are gasping in vain for a breath of that pure, cool lake air, which brings refreshing slumbers to the peculiar people of blessed, breezy Buffalo."

EQUABILITY OF CLIMATE.

Then, in regard to *equability of climate*, the great desideratum for invalids in any locality. Here again sentiment and science are greatly at variance. An examination of the official records of the Signal Service Bureau, and the statistics of the Smithsonian Institute, showed that out of a list of forty cities on this continent Buffalo ranked highest for equability of climate. Thus to quote from an editorial of the *Advertiser's* issue of July 18, 1874: "While the aggregate of change for Buffalo stood at 67 for the year, that of Philadelphia reached 204, Washington was 224, Cincinnati 205, St. Louis 171. Winchester, in one of the healthiest parts of Virginia, reached as high as 201. Aiken, in South Carolina (a famous resort for invalids), touched 220. St. Augustine, one of the lowest in the list, showed a much less equable climate than that of Buffalo, being 94 to our 67." The

transition from summer to winter, and *vice versa*, is exceedingly gradual, and, consequently, Buffalonians are seldom afflicted with those epidemic diseases which generally appear in other localities during the spring and autumn months. Thus the thermometric readings of the Signal Service Bureau for 1873 shows that the average temperature for July and August was 74° .



View of Buffalo Park Lake.

For September it was about 64° , which was again reduced by about 10° for October. The monthly average for November was 73° , and for December 25° , which was also the average for January. Then the readings for February showed an average of 26° , for March 32° , and 43° for April. A more equable and gradual transition from midsummer heat to midwinter cold cannot be shown by any locality on this continent. Seldom does the mercury rise above ninety during our warmest summers, or fall below zero in our most severe winters. In J. Disturnal's work, entitled "The Influence of Climate in North and South America," published by Van Nostrand, in 1867, the climate of Buffalo is thus characterized: "From certain natural causes, no doubt produced by the waters of Lake Erie, the winters are less severe, the summers less hot, the temperature night and day more equable, and the transition from heat to cold less rapid, in Buffalo than in any other locality within the temperate zone of

the United States, as will be seen by the following table." The table referred to shows that "during the summer months, the temperature of Buffalo is from 10° to 20° cooler than that of any other point east, south or west, of the ports of Lake Erie; while the refreshing and invigorating lake breeze is felt night and day." The author further adds that during the winter months "the thermometer rarely indicates zero, and the mean temperature for January, 1858, was 20° above."

A careful investigation into the comparative climatology of the several great social and commercial centers, proved *Buffalo to be superior to all others in the climatic requirements for the invalid*. Besides, it has the important advantage of being a central point of traffic and travel between the West and the East.

ADVANTAGES OF LOCATION.

The second important consideration in projecting this home for invalids was *location*. It has generally been customary to locate institutions of this character in rural districts, removed from the advantages of city life, on the plea of escaping the confusion and excitement so detrimental to recovery. The result is well known. Invalids have regarded them more as pleasure resorts than health resorts, spending the summer months there, but fleeing to their homes at the fall of the first snowflake. The good that was done in the summer is undone by carelessness and exposure in the winter. A location that would combine both city advantages and rural pleasures, seemed to us, upon reflection, to be the desirable one. Fortunately, Buffalo afforded the happy mean. Our extensive parks, our unsurpassed facilities for yachting, fishing, and all aquatic sports, our many sylvan lake and river retreats, our world-famed Niagara,—certainly a more desirable selection of rural scenes and pleasures cannot be found in another locality in America.

A GENUINE HOME.

In erecting the Invalids' Hotel, our paramount design was to make it a genuine home—not a *hospital*—a home where the child of fortune would miss none of the comforts of her palatial home, while the poor man would find not only health but his pleasures multiplied a thousand fold.

OUR TERMS MODERATE.

The wholesale merchant's prices are far less than those of the retail dealer. He can afford it, his sales are so much larger. Now, it is on precisely the same principle that we are able to make the rates at the Invalids' Hotel comparatively low. If we had only a limited number of patients, we should be obliged to make the charges commensurate with our expenses. But our



Prescription Department.—Invalids' Hotel.

practice having become very extensive, and the income being correspondingly large, we are enabled to make the rates at the Invalids' Hotel so moderate that all who desire can avail themselves of its medical, surgical, and hygienic advantages.

FACILITIES OF TREATMENT.

Of the many advantages afforded by the Invalids' Hotel, in treating disease, we can make only brief mention of a few of the more prominent.

DIVISION OF LABOR.

In the examination and treatment of patients, our practice is divided into specialties. Each member of the Faculty, al-

though educated to practice in *all* departments of medicine and surgery, is here assigned to a special department only, to which he devotes his entire time, study, and attention.

ADVANTAGES OF SPECIALTIES.

The division-of-labor system proves as effectual in the exercise of the professions as in manufactures. In the legal profession this has long been a recognized fact. One lawyer devotes his attention specially to criminal law, and distinguishes himself in that department. Another develops a special faculty for unraveling knotty questions in matters of real estate, and if a title is to be proved, or a deed annulled, he is the preferred counselor. In a certain manner, too, this has long been practiced by the medical profession. Thus some physicians (and we may add physicians who call themselves "regular," and are specially caustic in their denunciation of "advertising doctors") are accustomed to distribute cards among their patrons, certifying that they give special attention to diseases of women and children. In this institution each physician and surgeon is assigned a special department of medicine or surgery. By constant study and attention to his department, each has become a skillful specialist, readily detecting every phase and complication of the diseases referred to him. Not only is superior skill thus attained, but also *rapidity* and *accuracy* of diagnosis.

Thoroughness and efficiency in any branch of learning can be secured only by devoting to it especial study and attention. When the faculty of a university is to be chosen, how are its members selected? For instance, how is the chair of astronomy filled? Do they choose the man who is celebrated for his general scholastic attainments, or do they not rather confer it upon one who is known to have devoted special attention and study to the science of astronomy, and is therefore especially qualified to explain its theories and principles? And thus all the several chairs are filled by gentlemen, not only whose general scholarship is known to be of the highest standard, but who devote special attention to the departments assigned them, thus becoming proficient specialists therein. The same system of specialties is observed in the

departments of a medical college. The professor who would assume to lecture in all the departments with equal ease and proficiency would be severely ridiculed by his colleagues; and yet it is just as absurd to suppose that the general practitioner can keep himself informed of the many



Scene in Buffalo Park.—Artificial Lake and Boat-house.

new methods of treatment that are being constantly devised and adopted in the several departments of medicine and surgery.

PROGRESS IN MEDICINE.

In no other science is more rapid and real progress being made at the present time than in that of medicine. Even the specialist must be studious and earnest in his work to keep himself well and accurately informed of the progress made in his department. Thus it so often happens that the general practitioner pursues old methods of treatment which science has long since replaced by others, acknowledged to be superior both in theory and practice. The specialist, on the contrary, by confining his studies and researches to one class of diseases only, is enabled to inform himself thoroughly and accurately on all the improvements made in the methods and means of practice in his special department.

The difference between the practice of specialists and general

practitioners is aptly illustrated by the difference between the old-fashioned district school, where the school-master taught all the branches, from a-b-abs to the solution of unknown quantities and the charmed mysteries of philosophy, and the modern seminary with its efficient corps of teachers, each devoting his or her whole attention to the study and teaching of one special department of learning.

In a great measure we attribute the success which has attended the practice at the World's Dispensary and Invalids' Hotel to a wise adoption of this system of specialties.

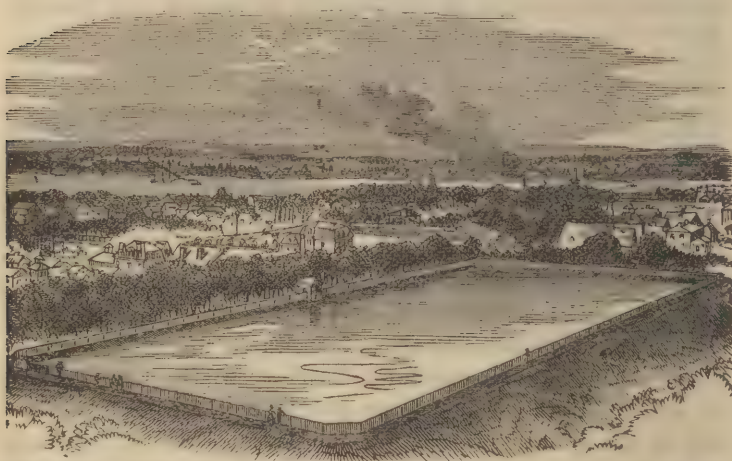
ADVANTAGES OFFERED TO INVALIDS.

Obviously, the most important of these advantages is *facility of treatment*. Of the thousands whom we have cured of chronic diseases, we have probably not seen one in five hundred, having accomplished the desired result through remedies sent either by mail or express, and advice given by letter. Yet in some obstinate forms of disease, we can here bring to bear remedial means not to be found or applied elsewhere.

That thousands of cases of chronic disease, pronounced incurable, have, by our rational and scientific treatment, been restored to perfect health is conclusively proved by the records of practice at the World's Dispensary and Invalids' Hotel. Here, in obstinate cases, are brought to bear all the most scientific remedial appliances and methods of treatment.

A system of mechanical movements, passive exercises, manipulations, kneadings, and rubbings, administered by a large variety of ingeniously-contrived machinery, driven by steam power, has been found especially efficacious and valuable, as an aid to medical and surgical treatment, in the cure of obstinate cases of nervous and sick headache, constipation, paralysis or palsy, stiffened joints, crooked and withered limbs, spinal curvature, tumors, diseases of women, especially displacements of the uterus or womb, as prolapsus, retroversion and anteversion, chronic inflammation, enlargement and ulceration of the uterus and kindred affections; also in nervous debility, sleeplessness, and most chronic diseases. Mechanical power, or force, is by these machines transmitted to the system, in which it is transformed into vital energy and physical power or strength. This

mechanical, passive exercise, or movement-cure treatment, differs widely from, and should not be confounded with, "Swedish movements," to which it is far superior in efficacy. Coupled with our improved and wonderful system of "Vitalization" treatment, it affords the most perfect system of physical training and development ever devised. For the restoration of power to wasted, undeveloped, or weakened organs or parts, or for their enlargement, this combined movement and "Vitali-



View of the City Reservoir, Niagara River, and the Canada Shore in the distance.

zation" treatment is unequalled. It can be applied to strengthen or enlarge any organ or part. We also employ dry electricity and electrical, chemical, Turkish, and other baths, in all cases in which they are indicated. Inhalations, administered by means of the most improved apparatus, are employed with advantage in many obstinate lung, bronchial, and throat affections. We have no "hobby" or one-idea system of treatment, no good remedial means being overlooked or neglected.

A FAIR AND BUSINESS-LIKE OFFER TO THE AFFLICTED.

We earnestly invite you to come here and see with your own eyes our institution, appliances, advantages and success in curing cases. Have a mind of your own. Do not listen to or heed

counsel of skeptical friends or jealous physicians, who know nothing of us, our system of treatment, or means of cure, yet who never lose an opportunity to misrepresent and endeavor to prejudice people against us. We are responsible to *you* for what we represent, and if you come and visit our institution, and find that we have misrepresented *in any particular*, our institution, advantages, or success, we will promptly refund to



Wrapping and Mailing Department.—World's Dispensary.

you all expenses of your trip. We court honest, sincere investigation, have no secrets, and are only too glad to show all interested and candid people what we are doing for suffering humanity.

In visiting our city to consult us, come directly to the

INVALIDS' HOTEL, NO. 663 MAIN STREET,

where you will be hospitably received whether arriving by day or night.

SUCCESSFUL TREATMENT OF CHRONIC OR LINGERING DISEASES.

For many years the founder of the Invalids' Hotel and World's Dispensary has devoted himself very closely to the investigation and treatment of chronic diseases. Some few specifics have, during this time, been developed for certain forms of chronic ailments, and given to the public, but they have not been lauded

as "cure-alls," or panaceas, but only recommended as remedies for certain well-defined and easily recognized forms of disease. These medicines are sold through druggists very largely and have earned great celebrity for their many cures. So far from claiming that these proprietary medicines will cure all diseases, their manufacturers advise the afflicted that, in

many complicated and delicate chronic affections, they are not sufficient to meet the wants of the case. These must have special consideration and treatment by a competent physician and surgeon, the medicines and other remedial means required being selected and prepared with reference to each particular case.

In order to be able to offer those afflicted with chronic ailments the most skillful medical and surgical services, Dr. Pierce, many years ago, associated with himself several eminent physicians and surgeons, as the Faculty of the old and renowned World's Dispensary, the Consulting Department of which is now merged with the Invalids' Hotel and Surgical Institute.

DIVISION OF LABOR.

In the organization of the medical and surgical staff of the Invalids' Hotel and Surgical Institute, several years ago,



Type-writer.

we assigned to one physician the examination and treatment of diseases of the nervous system; to another, surgical operations and the treatment of surgical diseases; a third had charge of catarrhal and pulmonary diseases and affections of the heart; a fourth attended to diseases peculiar to women; a fifth, to diseases of the eye and ear; a sixth, to diseases of the digestive organs; a seventh, to special surgical cases; to another we entrusted diseases of the urogenital organs; and to others, various other specialties. Now that our prac-



Faculty of Invalids' Hotel in Session.—Council-room.

tice has become so very extensive as to require for its conduct a greatly increased number of physicians and surgeons, we have been obliged to detail to several of these divisions or specialties in practice two, three, and even four physicians and surgeons. Thus four physicians and surgeons devote their undivided attention to the examination and treatment of diseases of the urinary and generative organs of men. Three physicians give their sole attention to diseases peculiar to women and three to those of the nasal organs, throat and chest, embracing all

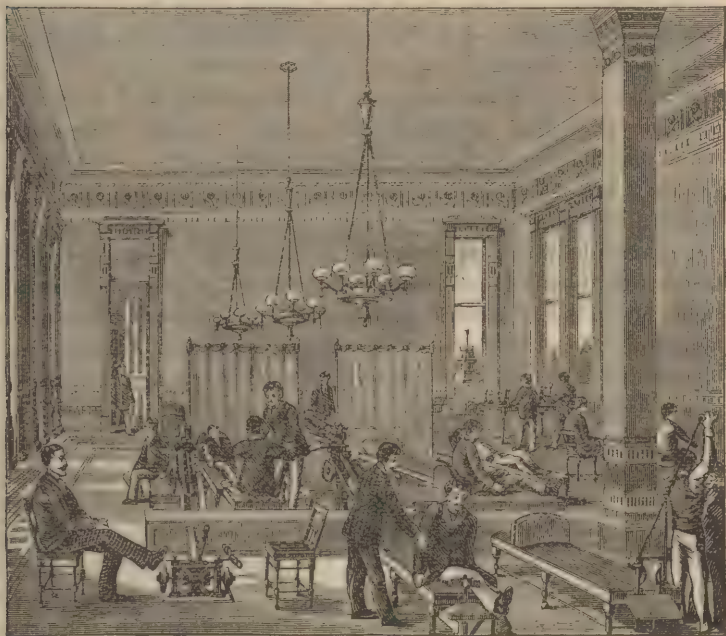
chronic diseases of the respiratory organs. Thus we have a full council of three and four physicians in these several specialties. In several other divisions we have two specialists, and we shall soon add to our Faculty two, if not three more physicians and surgeons. No case is slighted either in the examination or in the treatment. All doubtful, obscure or difficult cases are submitted to a council composed of several physicians and surgeons. Skilled pharmacutists are employed to compound the medicines prescribed. For the purpose of enabling us to conduct our extensive correspondence (for we have an extensive practice in every part of the United States and Canada as well as in Great Britain, from our London Branch), stenographers are employed, to whom replies are dictated and by them taken down in short-hand. Afterwards the letters are written out in full, generally on a type-writing machine, which prints them in plain, legible style. These machines are operated as rapidly as a person can think of the letters that compose a word, each operator thus accomplishing the work of several copyists. This system, by which we are enabled to correspond with our patients as rapidly as we can talk, has been rendered necessary by the growth of our business, which has attained immense proportions, giving rise to so large a correspondence that a dozen physicians cannot possibly conduct it all and give each patient's case careful attention, without the employment of short-hand writers and all other facilities which modern invention has given us. By the adoption of these various means, we are enabled to fully meet the demands of the afflicted, and give every case the most careful attention.

As many persons, particularly young ladies and gentlemen, having catarrh or almost any other chronic disease, especially if of the urogenital organs, are very sensitive and fearful that some body will know that they are afflicted and employing medical treatment, precautions are taken that none who consult us may incur the least risk of exposure. Although none but the most honorable and trustworthy gentlemen are employed as assistants, yet as a *guarantee* of perfect security to our patients, that every communication, whether made in person or by letter, will be treated as *sacredly confidential*, each professional associate, clerk and assistant, is required to take a solemn oath of

secrecy. Great care is also taken to send all letters and medicines carefully sealed in plain envelopes and packages, so that no one can even *suspect* the contents or by whom they are sent.

ADVANTAGES OF SPECIALTIES.

By thorough organization and a perfect system of subdividing the practice of medicine and surgery in this institution, every



One of the Treatment Rooms.—Invalids' Hotel.

invalid consulting us is treated by a specialist—one who devotes his undivided attention to the particular class of diseases to which his or her case belongs. The advantage of this arrangement must be obvious. Medical science offers a vast field for investigation, and no physician can, within the limit of a single life-time, achieve the highest degree of success in the treatment of *every* malady incident to humanity. A distinguished professor in the medical department of one of our universities, in an address to the graduating class, recently said: “Some profes-

sional men seem to be ashamed unless they have the character of universal knowledge. He who falls into the error of studying every thing will be certain to know nothing well. Every man must have a good foundation. He must, in the first place, be a good general practitioner. But the field has become too large to be cultivated in its entirety by one individual. Hence the advantage of cultivating special studies in large towns which admit of the subdivision of professional pursuits. It is no longer possible to know every thing; some thing must be wisely left unknown. Indeed, a physician, if he would know any thing well, must be content to be profoundly ignorant of many things. He must select something for special study, and pursue it with devotion and diligence. This course will lead to success, while the attempt to do every thing eventuates unavoidably in failure. Let there be single hands for special duties." Our institution is the only one in this country in which these common-sense-ideas are *thoroughly* carried out. The diversified tastes and talents of physicians cause each to excel in treating some one class of disease, to which he devotes more attention and study than to others. One medical student manifests great interest in the anatomy, physiology, pathology, and treatment of diseases of the eye. He becomes thoroughly familiar with all the minutest details relative to that organ and its diseases, and so thoroughly qualifies himself in this branch of knowledge that he is able to cure an inflammation or other affection of the eye in a very short time. Another student is more interested in some other class of diseases, for the study of which he has a liking, and neglects to inform himself in the ophthalmic branch of medical and surgical science. If, after engaging in the practice of his chosen profession, he is consulted by persons suffering from diseases of the eye, he tortures them with unnecessary and oftentimes injurious applications, clumsily and carelessly made and as the result of such unskillful treatment, the inestimable blessing of sight is many times sacrificed.

The great majority of physicians allow acute maladies, diseases of children, and the practice of midwifery, to engross most of their time and attention. They manifest an absorbing interest in every thing that relates to these subjects, and devote little or no time to acquiring an intimate knowledge of the great

variety of chronic maladies which afflict mankind. They acquire skill and reputation in their favorite line of practice, but are annoyed if consulted by one suffering from some obscure chronic affection, usually turn the invalid off with a very superficial examination, and, perhaps, only prescribe some placebo* apparently indifferent as to the result, but really desiring thus to conceal their lack of familiarity with such diseases. The specialist, the treatment of chronic diseases being his vocation, is equally an-



File and Mailing Department.—World's Dispensary.

noyed if consulted by those suffering from acute diseases, but does not pursue the inconsistent course of assuming to treat them. He refers them to those of his medical brethren whose daily dealings with such cases make them, in his way of thinking, more competent than himself to render valuable service to such sufferers. He recognizes the fact that no man is likely to succeed in any line of study or business for which he pos-

*A "placebo" is a harmless and valueless prescription, which physicians sometimes make merely to gratify the patient, as a dose of "bread pills," etc.

sesses no talent or relish, nor does he believe in being a "jack-at-all-trades and master of none."

ADVERTISING.

Having thoroughly qualified himself for the practice of some particular branch of the healing art, the specialist sees no impropriety in acquainting the public with his ability to relieve certain forms of suffering. He believes that medical men should possess equal rights with other business men, and that any code of medical ethics which would deprive him of any of the sacred rights guaranteed to all by the liberal laws of the country, is professional *tyranny*, and merits only his contemptuous disregard. Nor does he display any false modesty in the *manner* of making known his skill. He maintains that he has an undoubted right to place his claims to patronage before the public by every fair and honorable means. He recognizes the display of goods in the merchant's show-windows as no less an advertisement and in no better taste than the publication of a card in the newspaper. So, likewise, he regards the various devices by which the extremely *ethical* physician seeks to place himself conspicuously before the public, as but so many ways of advertising, and as not more modest than the publication of cures actually performed, or than his announcement through the public press of his professional sources for treating certain maladies.

The physician who expresses a "holy horror" of the "*advertising doctor*," liberally bestowing upon him the epithet of "quack," announces *himself* a graduate, talks learnedly and gives notice to the public in *some* way that he is ready to serve them. He endeavors to impress upon the mind of the patient and family his skill, frequently exaggerates as to the extent of his practice, rides furiously about when he has no professional calls, keeps up business appearances by driving several horses, or joins influential societies. He may make a great display in style, manner, dress, pretensions, writing for the newspapers, exhibiting literary pedantry, referring to the superior facilities afforded by some particular school or society to which he belongs; or by editing and publishing a medical journal, ostensibly for the advancement of medical science, but practically to display titles or professorships, to publish reports which flatteringly

allude to cases he has treated, the number of capital surgical operations he has performed, or the distinguished families he is treating. All these are but *modes of advertising* professional wares; in short, are artful, though not refined, tricks, resorted to for private announcement. We say to all such adventurers in modern advertising diplomacy, that these indirect, clandestine methods are not half so candid and honorable as a direct public



Ladies' Parlor.—Invalids' Hotel.

statement of the intentions and proposals of a medical practitioner, who thereby incurs an individual responsibility before the law and his fellow-men.

No good reason has ever been assigned why any well-educated physician, trained in the school of experience until he becomes proficient in medical skill, may not publish facts and evidence to disclose it, especially when these are abundant and conclusive. The following extracts from an able article by the Rev. THOMAS K. BEECHER embodies a sound view of the subject of medical advertising. He says :

* * "I am glad that the doctor cured him; I am glad that the doctor put it in the paper that he could cure him. And if any doctor is

certain that he can cure such diseases and don't put it in the paper, I am sorry. What a pity it would have been had this doctor come to town with his wealth of science and experience and gone away leaving him uncured! What a pity it would have been if he had been so prejudiced against advertising as to read the responsible certificates of the doctor and give him the go-by as a quack! What are newspapers for, if not to circulate information? What more valuable information can a newspaper give than to tell a sick man where he can be cured? If a man has devoted his life and labor to the study of a special class of diseases, the necessity of his saying so becomes all the more pressing. His *duty* to advertise becomes imperative.

"When I was in England, I found on all the dead walls of London, placards, declaring that Dean Stanley, Chaplain to the Prince of Wales, would preach at such a place; that his grace the Archbishop (I think) of Canterbury would preach at another time and place; again, that an Oxford professor would preach. In short, religious notices were sprinkled in among the theater bills, and the highest church dignitaries were advertised side by side with actors, singers, and clowns. Of course, I was shocked by it, but in a moment I bethought me—if it be all right and dignified to hire a sexton to ring a bell when the minister is going to preach, it is all the same to silence the bell and hire a bill-sticker to tell the same news, the essential thing being to tell the truth every time. The remedy for the lying advertisements is for honest men to tell the truth. 'When iniquity cometh in like a flood, then the spirit of the Lord lifts up the standard.' A really able man, whatever be his gifts, makes a great mistake if he fail to use those gifts through want of advertising."

If a physician possesses knowledge that enables him to remedy diseases heretofore regarded as incurable, what virtue or modesty is there to "hide his light under a bushel"? In this free country the people think and act for themselves, and hence all have a deep concern in the subject of health. The strong popular prejudice against the doctors who advertise is due to the fact, that by this method so many ignorant charlatans are enabled to palm off their worthless services upon the uneducated and credulous; but the practice of such imposition should not cause a presumption against the public announcement of real skill, for the baser metal bears conclusive evidence that the pure also exists.

Every step in scientific investigation, every proposition which relates to the interest and happiness of man, every statement and appeal involving a valuable consideration, must be submitted to the scrutiny and judgment of individual reason; for every person has the right to form his own conclusions, and justify them by experience. Those claims which are only supported by empty assertion are very doubtful. Misty theories vanish before the sun of truth. He who renders professional services cannot be successful, unless he be sustained by real merit.

TREATING PATIENTS WHO RESIDE AT A DISTANCE.

We can treat many chronic diseases as successfully without as with a personal consultation, as our vast experience enables us to correctly determine the malady from which the patient is suffering, from a history of the symptoms, and answers to questions furnished. We have never seen one person in five hundred whom we have cured.

Some may suppose that a physician cannot obtain, through correspondence, a sufficiently accurate idea of the condition of a patient to enable him to treat the case successfully. But a large experience in this practice has proved the contrary to be true, for some of the most remarkable cures have been effected through the medium of correspondence. In most long-continued cases, the patient has thought over his symptoms hundreds of times. The location of every pain, whether acute or mild, constant or occasional, and the circumstances under which it occurs, have been carefully noted. He has observed whether he had a rush of blood to the head, was feverish or chilly, whether troubled with cold hands and feet, whether full of blood, or pale and bloodless; and he states these matters with accuracy and common sense when writing to us, for he has a very good, if not a professional, knowledge of the relative importance of these symptoms. So in regard to digestion, he states what kinds of food agree with him, or whether he is troubled with excessive acidity or a flatulent condition of the stomach. He also informs us whether his tongue is coated and bilious, or clean and healthy, and gives many other particulars, too lengthy to enumerate, by which we are enabled to gain a perfect understanding of the case. If his description be not sufficiently complete to enable us to obtain an unmistakable understanding of the case, he is requested to answer a list of important questions which are sent him. The people are far more intelligent in these matters than physicians are generally willing to admit. A patient is often confused while being personally examined by a physician, and gives imperfect or incorrect answers. After he has left the presence of the physician, he finds that he has failed to enumerate many of the most important symptoms. In consulting by letter, the patient is not embarrassed, he states the exact symptoms, and carefully reads over the letter, to see if it is a com-

plete and accurate description of his sufferings. In this way he conveys a much better idea of the case than if present in person, and subjected to the most thorough questioning and "cross-



Binocular Microscope used at the Invalids' Hotel.

examination." The timid lady and nervous young man write just as they feel; and one important reason why we have had such superior success in treating intricate and delicate diseases, is because we have obtained such true and natural statements of

the cases from these letters, many of which are perfect pen-pictures of disease. As bank-tellers and cashiers, who daily handle large quantities of currency, can unmistakably detect spurious money, by a glance at the engraving or a touch of the paper, so the experienced physician, by his great familiarity with disease, becomes equally skilled in detecting the nature and extent of a chronic malady from a written description of its symptoms.

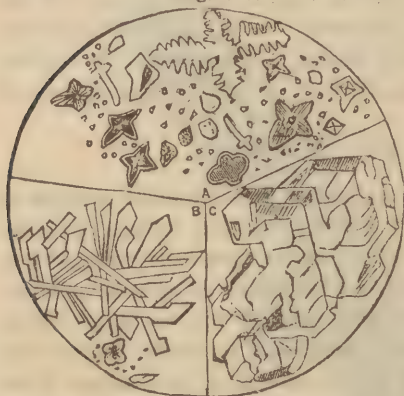
URINARY SIGNS.

A careful microscopical examination and chemical analysis of the urine is a valuable aid in determining the nature of many chronic diseases, particularly those of the nervous system, blood, liver, kidneys, bladder, prostate gland and generative organs. This important fact is not overlooked at the Invalids' Hotel, where an experienced chemist is employed to make such examinations and report the result to the attending physicians. Medical authors, professors, and practitioners of all schools, admit and even insist upon the importance of such examinations in diagnosing diseases. Many practitioners neglect to take advantage of this invaluable aid, while others fear that if they attach much importance to such examinations they will be ranked with "uroscopian" or "water" doctors, a class of enthusiasts who claim to be able to correctly diagnose every disease by an examination of the urine. Persons consulting us, and wishing to avail themselves of the advantages afforded by these examinations can send small vials of their urine by express. The vials should be carefully packed in saw-dust or paper and inclosed in a light wooden box. All charges for transportation must be prepaid, and a complete history of the case, including the age and sex of the patient, must accompany each package, or it will receive no attention. This saves valuable time by directing the examination into the channels indicated, and thus avoiding a lengthy series of experiments. As we are daily receiving numerous vials of urine, every sample should, to prevent confusion, be labeled with the patient's name.

There is a natural, definite proportion of the component elements of every solid and fluid of the human body. These proportions have been reduced to definite standards, a deviation from which bears evidence of disease. Thus, there being a fixed

standard in a normal proportion of the elements of the blood, any deviation from it as in anæmia, leucocythæmia, etc., indicates disease. So also the standard proportion of the urinary elements

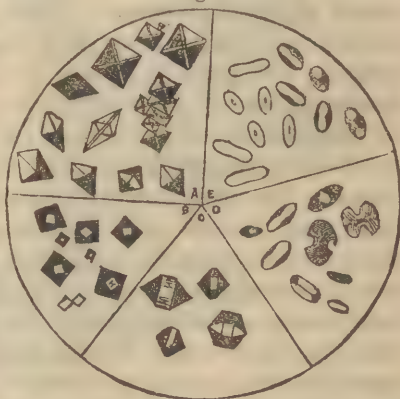
Fig. 1.



being known, any considerable change, either in quantity or quality of its parts, bears unmistakable evidence of disease. The invention of the microscope has provided increased facilities for detecting diseases, by examinations of the urine. By the aid of this wonderful instrument, we are enabled to discover with absolute certainty the various urinary deposits

characteristic of different maladies; thus in Fig. 1, A represents the *residue* of normal human urine, as seen under the microscope. In division B is represented *oxalate of urea*. An excess

Fig. 2.



of this element indicates indigestion, and is also characteristic of a plethoric, or full habit of the body. Nitrate of urea is represented in division c. A deficiency of urea in the renal secretion is a certain indication of anæmia. The average quantity present during health is 21.57 parts in 1,000. The microscopic examination of the urine, notwithstanding the distaste, and even contempt, which many physicians manifest for such investigations, is pursued at the Invalids' Hotel with inestimable benefit to our patients. It has revealed the existence of many serious affections, which, with all our other modes of investigation, we have been unable to

detect. It has also thrown light upon many obscure chronic diseases.

We have already spoken of the marked changes effected in the

urine by a derangement of the digestive functions. It is a matter of surprise that physicians generally pay so little attention to the urine when dyspepsia is suspected, since all admit that an examination of that excretion furnishes unmistakable evidence of the nature and complications of the disease. In this way we are many times enabled to determine whether the indigestion is

caused by congestion or functional disease of the liver or kidneys or by nervous debility. And when such cases are treated

in accordance with the indications furnished, increased success attends our practice. In Fig. 2 (divisions A and B), highly magnified urinary deposits, which indicate different degrees of impairment of the digestive functions, are represented. The crystals seen in division C indicate the same debility accompanied with derangement of the mental faculties. Those in divisions D

and E indicate still more aggravated forms of the same disorder.

Fig. 3.



Fig. 4.



INVALUABLE AIDS IN DETERMINING DISEASES OF THE KIDNEYS AND BLADDER.

The various forms of gravel, Bright's disease of the kidneys, hæmaturia, inflammation of the kidneys and bladder, diabetes,

and other functional and organic diseases of the urinary organs effect characteristic changes in the urine, thus enabling us to distinguish them with certainty and exactness. Some of the various microscopical appearances of the urinary de-

Fig. 5.



posits in diseases of the kidneys and bladder, are represented in Fig. 3. In division A is represented pus and mucus, the presence of which indicates suppuration of the kidneys (Bright's disease). In B, pus globules are alone represented. In the division marked C are shown blood corpuscles as they are arranged in blood drawn from a vein or artery. D represents the same separated, as they always are when present in the urine. In E, highly magnified oil globules are represented. If present in the urine, they indicate disease of the kidneys. In the division marked F are represented epithelial cells,

the presence of which in large numbers is indicative of diseases of the mucous lining of the urinary organs.

Fig. 4 represents the microscopic appearance of phosphates in the urine. These are present in great quantity in cases of nervous debility and kindred affections. By attaching the *camera lucida* to the micro-

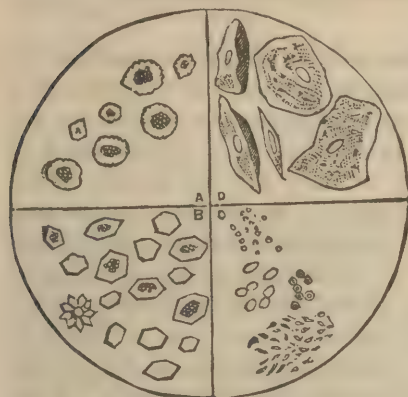
Fig. 6.



scope we can throw an image of these urinary deposits upon paper. By the art of the engraver this may be faithfully traced, and thus we are enabled to produce an accurate representation of them. Some of the beautiful crystalline deposits

shown in Fig. 4 represent less than a millionth part of a grain, yet their forms are delineated with geometrical precision. In division A are represented urinary crystals, which indicate an irritable state of the nervous system. The crystals shown in

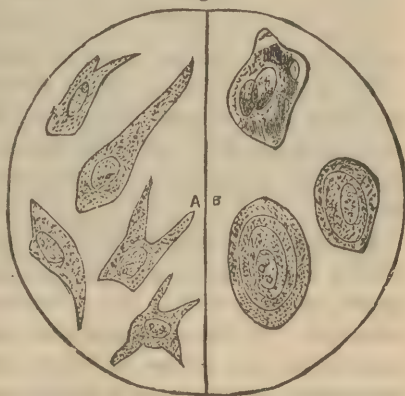
Fig. 7.



division B are of the same character as the preceding, but bear evidence of greater mental debility. In division C are represented crystalline deposits indicating malassimilation of food and a tendency to hypochondria. Division D contains a representation of the mixed phosphates. They are indicative of severe diseases attended with hypochondria and general nervous prostration.

Fig. 5 represents the microscopic appearance of mixed urinary deposits. In division A are represented the mixed urates as they appear during idiopathic fevers, as intermittent, remittent, etc. When appearing as seen in division B, a less violent affection of the same character is indicated. Division C represents urate of ammonia, occasionally observed when there is a tendency towards albuminuria, or dropsy, resulting from granular degeneration of the kidneys as in incipient Bright's disease. In division D is represented urate of soda, which is present in the urine of persons suffering from gout. The crystals shown in division E consist of the same salt.

Fig. 8.

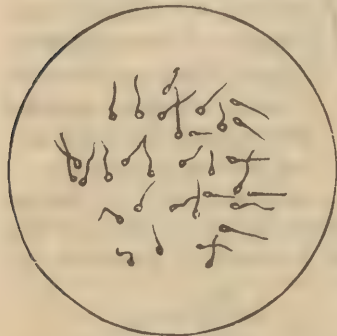


In division A, Fig. 6, is represented purulent matter as it appears in the urine. The absorption of pus from abscesses in

different parts of the system, is frequently followed by the appearance of pus globules in the urine. When fat globules, represented in division B, are found in the urine, they indicate fatty degeneration. In division c are representations of the cells found in the urine of persons suffering from consumption or other scrofulous diseases.

Fig. 7 represents the different forms of cystine found in the urine of scrofulous and consumptive persons. In division A it is represented as seen in an amorphous (non-crystallized) form, and in B it appears in crystals. In division c is a representation of the deposits seen in the urine of those who are greatly debilitated.

Fig. 9.



In division D are seen epithelial cells mixed with mucus.

In division A, Fig. 8, are represented the caudated cells characteristic of hard cancer. The cells represented in division B are concentric, and characteristic of the soft varieties of cancer.

Fig. 9 represents the appearance of spermatozoa as seen in the urine. When present, they afford indisputable evidence of the es-

cape of semen in the renal excretions.

We might add many other illustrations of urinary deposits and state their several indications, but a sufficient number have been introduced to show the importance and practical value of microscopic examinations of the urine in distinguishing obscure diseases.

Although the microscope is of inestimable value, it does not entirely supersede other valuable instruments and chemical reagents, in determining the constitutional changes by the renal excretion. By the urinometer we determine the specific gravity of the urine; by the use of litmus its acid or alkaline reaction is ascertained; while various chemicals, when added to it, produce certain specific changes, according to the morbid alterations which it has undergone by reason of disease. By the application of heat, or the addition of a few drops of nitric acid, the albumen, which is invariably present in Bright's disease of the

kidneys is coagulated. By the employment of other re-agents, we may determine the presence of sugar—a characteristic of diabetic urine. And thus we might enumerate almost innumerable chemical tests by which the several changed conditions of the urine, *characteristic* of different diseases, may be ascertained with *absolute certainty*.

THE MOST EMINENT MEDICAL AUTHORITIES ENDORSE IT.

Dr. Eberle, a distinguished allopathic author, thus writes: “Whatever may be the disease, the urine seldom fails in fur-



One of the Private Consultation Rooms.—Invalids' Hotel.

nishing us with a clue to the principles upon which it is to be treated.”

Dr. Braithwaite also says: “We can arrive at a more accurate knowledge respecting the nature of diseases from examining the urine than from any other symptom.”

Golding Bird, whose writings are regarded as sound and practical by the most learned of the medical profession, says: “The

examination of the urine in disease is now regarded as one of the most important aids in diagnosis, and which it would be injurious alike to the welfare of the patient and the credit of the practitioner to avoid."

The eminent Dr. F. Simon writes as follows: "From the physical and chemical state of the urine, the attentive and observing physician may obtain a great quantity of information for ascertaining and establishing a diagnosis. More than all other signs, the correct examination of the sediment is of importance to the physician. * * * * For the medical man it is the compass which guides him in the unlimited chaos of disease and its treatment; for the patient it is the thermometer of his condition, the premonitory indication of the decrease or aggravation of his malady; and for the healthy man it is the regulator of his diet and his life. Every one is aware of the variations of the barometer, and we know that the fluctuations of the column of mercury are closely associated with the variable conditions of the atmosphere; so, to the practical observer, variations of the urine, as well as the elements composing it, point out with certainty the changes in health, and the condition of the organs."

While we recognize the importance of examining the urine as an aid in distinguishing diseases, and have made this old German method of diagnosis a special study, yet we do not claim that *all* diseases can be unmistakably distinguished by such examinations *alone*. We take a conservative position and have no confidence in that class of ignorant fanatics whose pet "hobby" is "uroscopy."

From every person who solicits our professional services we require explicit answers to numerous important questions, that we may know the age, sex, vocation, etc., as well as the prominent symptoms manifested.

CONSULTATIONS BY LETTER.

Formerly, we published in this book a very extensive list of questions to be answered by those consulting us, but a large experience has convinced us that beyond requiring answers to a few leading questions which we still retain, it is better to let the patient describe the malady in his or her own way and language.

After receiving and considering such a history, if we do not fully understand the patient's malady we will ask such further questions as may be necessary. The patient should, however, in addition to writing name, post-office, county, and State, *plainly*, state the name of the town containing the nearest express office. Next

give age, sex, whether married or single, complexion, height, present and former weight, if known, and occupation. State also if you have been a hard worker, and whether it is necessary for you to labor hard now, how long you have been out of health, and from what particular symptoms you suffer most.



Main Corridor.—Invalids' Hotel.

Follow this with a history of your case in your own language. If you find in this pamphlet an accurate description of your disease, state the page and paragraph where it occurs.

FREE CONSULTATION.

We now make no charge for consultation by letter, but instead of the one dollar formerly charged by us as a consultation fee, as we are desirous of making our facilities for treatment known to invalids far and near, we request that all persons writing to us for advice send us the names of all those within the circle of their acquaintance that are in any way in need of medical or surgical treatment for chronic diseases. If convenient, send the list on a separate piece of paper.

CHARGES MUST BE PREPAID.

Should you send a vial of urine for analysis, a very small one will do, and *all express charges on it must be prepaid*. All liquids are excluded from the mails, when discovered, and yet we have received hundreds of samples through the mails safely when put in homœopathic or other *very small* vials, well corked and carefully packed in a light tin can or *wooden* box, or in a light pine stick bored out hollow, the vial being carefully packed in sufficient sawdust or blotting paper to absorb all liquid should the vial get broken. Letter postage, that is, two cents for each half ounce or fraction thereof must be paid upon these sealed packages. Send the urine that is first passed after rising in the morning.

RELIABLE MEDICINES.

Next in importance to a correct understanding of the patient's disease, is the possession of reliable remedies for its treatment. Many of the medicines employed by physicians engaged in general practice are prepared from old drugs that have lost all their medicinal virtues, and, hence are utterly useless and ineffectual. Many vegetable extracts are inert, because the plants from which they are produced were not gathered at the proper time. To give the reader an idea of the great care which we exercise in the selection and preparation of our medicines, he is requested to read page 309 of "The People's Common Sense Medical Adviser."

OUR TERMS FOR TREATMENT.

require the payment of monthly fees, in advance, which entitle the patient to medicines specially prepared for and adapted to his or her particular case, and to all necessary attention and advice. Our fees for treatment are moderate, varying according to the nature and requirements of each particular case, and will be made known at the time of consultation.

WHY OUR FEES ARE REQUIRED IN ADVANCE.

We receive applications from strangers residing in all parts of America, and even in foreign countries, and it is not reasonable to suppose that credit could be dispensed so indiscriminately. It would not be a correct business transaction for a merchant to

send a barrel of sugar or a roll of cloth to a stranger living hundreds of miles away, to be paid for when used. Our knowledge and medicines constitute our capital in business, and an order upon that capital should be accompanied with an equivalent. Some applicants refer us to their neighbors for a testimonial of their integrity. We cannot spare the time or employ assistants to make such inquiries for the sake of trusting any one. Should



Medical Library.—Invalids' Hotel.

credit be thus indiscriminately given, there would necessarily be losses, and, to compensate for these, and the extra expense incurred by the employment of assistants, our fees would have to be much larger, thereby imposing the burden upon those who *do* pay. Instead of following this method of procedure, we place professional services within the reach of all, so that a greater number may be benefited. Many invalids say that they have paid large sums of money to medical men for treatment without obtaining relief. Unfortunately our land is cursed with quacks and unprincipled practitioners, who seek no one's good but their own, and it is a defect in our law that it permits such swindlers

to go unpunished. Not so reprehensible is the family physician who fails, because his limited and varied practice does not permit him to become proficient in treating chronic diseases.

The following beautiful sentiment of Hood truthfully expresses the sacredness of the physician's trust:

"Above all price of wealth
The body's jewel. Not for minds or hands profane
To tamper with in practice vain.
Like to a woman's virtue is man's health;
A heavenly gift within a holy shrine!
To be approached and touched with serious fear,
By hands made pure and hearts of faith severe,
E'en as the priesthood of the One Divine."

We are in regular practice, responsible for what we say and do, and cordially invite those who want further evidence of our success in curing chronic diseases to come to the Invalids' Hotel and satisfy themselves of the truthfulness of our statements.

We are warranted in saying that our responsibility and disposition for fair dealing are known to many of the principal mercantile houses, as well as by all prominent American editors. We also refer to our present and former patients, one or more of whom may be found in almost every hamlet of America. To all who are under our treatment, we devote our highest energies and skill, fully realizing that an untold blessing is conferred upon each person whom we cure, and that such cures insure the permanency of our business. On the contrary, we realize how unfortunate it is for us to fail in restoring to health any person whom we have encouraged to hope for relief. We are careful, therefore, not to assume the treatment of incurable cases, except when desired to do so for the purpose of mitigating suffering or prolonging life; for we never wish to encourage false hopes of recovery.

TERMS FOR BOARD AND TREATMENT AT THE INVALIDS' HOTEL

are moderate, varying with the nature of the case and the apartments occupied. So great is the number at times applying to avail themselves of the skill of our Faculty, and the advantages which our institution affords, that we are unable to receive all applicants. To be sure of securing good apartments, it is well to engage them sometime ahead, and make an advance pay-

ment of fifty dollars or more upon them, which will be refunded in case acute sickness or any similar cause should prevent the patient from occupying them at the time specified. Complete terms for treatment and board can be arranged only when personal application for entrance to the institution is made, and the nature and extent of the disease and the necessary treatment fully determined by personal examination of the case. If satisfactory terms and arrangements cannot at that time be agreed upon, or if the case be deemed



Private Consultation Room.—Invalids' Hotel.

incurable, any advance payments that have been made to secure good apartments will be promptly refunded.

VISITING PATIENTS WHO RESIDE AT A DISTANCE.

We are frequently asked to visit patients residing hundreds of miles away, that we may personally examine their cases, perhaps consult with the attendant physician or surgeon, or perform difficult surgical operations. If those who desire to avail themselves of the medical or surgical skill afforded by our organization of associated physicians and surgeons, will indicate as nearly as possible the nature of the patient's malady for which our services are required, we can generally detail the physician or surgeon having charge of the special branch of practice to which the case belongs. Our charges will be moderate for such visits

at a distance, depending somewhat upon the distance to be traveled, and will be made known at any time by request. Different members of our staff have traveled many thousands of miles to visit important cases and to perform surgical operations.

TO PHYSICIANS

wishing to consult us in intricate cases of chronic diseases under their treatment, we desire to say that we shall, as in the past, take pleasure in responding to their solicitations. We have all the necessary instruments and appliances required in executing the most difficult surgical operations, and as we have had much experience in this department, we are always ready and able to assist physicians who do not practice operative surgery. In this age of railways and telegraphs, medical and surgical aid can be summoned from a distance and promptly obtained.

NOTICES OF THE PRESS.

OUR PROFESSIONAL STAFF.

The *Buffalo Evening News* says: "Each and every member of the medical and surgical staff of the World's Dispensary and Invalids' Hotel is a graduate in medicine and surgery from one or more legally chartered medical colleges, and several of the members have had many years of experience as army surgeons, and in hospital and general as well as in special practice. One is a licentiate of the Royal College of Physicians, Edinburgh; licentiate of the Faculty of Physicians and Surgeons, Glasgow; licentiate of midwifery, Glasgow; member of the Royal College of Surgeons, London, England; extraordinary member of the Royal Medical Society, Edinburgh, etc. Another is a graduate of the University of Pennsylvania, at Philadelphia; another of the New York Medical College; another of the Buffalo Medical College, and of the College of Physicians and Surgeons, New York; another of Cincinnati Medical College, and of the University of New York; another from Buffalo Medical College, and diplomas from all these institutions, as well as from many others equally noted, can be seen at the offices of this institution, if any one feels any interest in them."

From the Missouri Republican (St. Louis).

A REMARKABLE PROFESSIONAL SUCCESS.

Among the notable professional men of this country who have achieved extraordinary success is Dr. R. V. PIERCE, of Buffalo, N. Y. The prominence which he has attained has been reached through strictly legitimate means, and so far, therefore, he deserves the enviable reputation which he enjoys. This large measure of success is the result of a thorough and careful preparation for his calling, and extensive reading during a long and unusually large practice, which has

enabled him to gain high commendation, even from his professional brethren. Devoting his attention to certain specialties of the science he has so carefully investigated, he has been rewarded in a remarkable degree. In these specialties he has become a recognized leader. Not a few of the remedies prescribed by him have, it is said, been adopted and prescribed by physicians in their private practice. His pamphlets and larger works have been received as useful contributions to medical knowledge. He has recently added another, and perhaps more important work, because of more general application, to the list of his published writings. This book, entitled "The People's Common Sense Medical Adviser," is designed to enter into general circulation. For his labors in this direction, Dr. PIERCE has received acknowledgments and honors from many sources, and especially scientific degrees from two of the first medical institutions in the land. His works have been translated into the German, Spanish, French, and other foreign languages.

From the Toledo Blade.

Dr. PIERCE has now been before the general public long enough to enable the formation of a careful estimate of the efficiency of his treatment and his medicines, and the verdict, we are glad to know, has been universally favorable to both.

From the St. Louis Globe.

THE SUCCESSFUL PHYSICIAN.

Dr. PIERCE is a type of a class of men who obtain success by careful and well-directed effort, not attempting too much, nor creating false ideas as to ability. The only reliable physician, in these days of complicated disorders and high-pressure living, is the "Specialist," the man who understands his one branch of the business. Such, in his line, is Dr. PIERCE. He has written a "Common Sense Medical Adviser," which is well worth reading. With strict business honor, high professional skill, reasonable fees, and a large corps of competent assistants Dr. PIERCE has made his name as familiar as "household words."

The Boston Daily News says:

Dr. PIERCE, who is a resident of Buffalo, N. Y., is a man of high professional attainments, and has a large and varied medical experience.

From the High School (Omaha).

THE COMMON SENSE MEDICAL ADVISER; OR, MEDICINE SIMPLIFIED, is the title of a new medical treatise just issued by Dr. R. V. PIERCE, well-known as one of the foremost medical men of the United States. The book is a simple, yet comprehensive work on the philosophy of disease, the application of restoratives, and the principles of Hygiene.

From the Rocky Mountain Herald.

Dr. R. V. PIERCE, the greatest American specialist, and proprietor of the World's Dispensary, Buffalo, N. Y., has sent us his new book entitled "The People's Common Sense Medical Adviser," which is a handsome, large volume, elegantly got up, with hundreds of wood-cuts

and colored plates, and a complete cyclopedia of medical teachings for old and young of both sexes. *It has every thing in it*, according to the latest scientific discoveries, and withal is wonderfully *commonsensical* in its style and teachings.

From the Lafayette Daily Courier.

Dr. R. V. PIERCE, of Buffalo, distinguished in surgery, and the general practice of the profession he honors, has made a valuable contribution to the medical literature of the day, in a comprehensive work entitled "The People's Common Sense Medical Adviser." While scientific throughout, it is singularly free from technical and stilted terms. It comes right down to the common-sense of every-day life, and, to quote from the author himself, seeks to "inculcate the facts of science rather than the theories of philosophy." This entertaining and really instructive work seems to be in harmony with the enlarged sphere of thought, as touching the open polar sea of evolution. He considers man in every phase of his existence, from the rayless atom to the grand upbuilding of the noblest work of God. Dr. PIERCE is a noble specimen of American manhood. He has sprung from the people, and with many sympathies in common with the masses, has sought to render them a substantial service in this the great work of his life.

From the New York Independent.

LAURELS FOR TRUE WORTH.

"A wise physician, skill'd our wounds to heal,
Is more than armies to the public weal."

To be honored in his own land is the crowning blessing of the man who has been "the architect of his own fortune"—the man who has made for himself, with his own hands and brain, a princely fortune and an enduring fame. From COMLEY'S History of New York State, containing biographical sketches of the men who "have given wealth, stamina, and character" to the Empire State, we clip the following brief sketch of the distinguished physician, Dr. R. V. PIERCE, of Buffalo: "Every nation owes its peculiar character, its prosperity—in brief, every thing that distinguishes it as an individual nation,—to the few men belonging to it who have the courage to step beyond the boundaries prescribed by partisanship, professional tradition, or social customs. In professional no less than in political life there occasionally arise men who burst the fetters of conventionalism, indignantly rejecting the arbitrary limits imposed upon their activity, and step boldly forward into new fields of enterprise. We call these men *self-made*. The nation claims them as her proudest ornaments—the men upon whom she can rely, in peace for her glory, in war for her succor. Of this class of men the medical profession has furnished a distinguished example in the successful and justly-celebrated physician, Dr. R. V. PIERCE, of Buffalo, N. Y., and any history treating of the industries of the Empire State would be incomplete without a sketch of his useful and earnest work. * * * Specially educated for the profession which he so eminently adorns, he early supplemented his studies by extensive and original research in its several departments. He brought to his chosen work acute perceptive and reflective powers, and that indomitable energy that neither shrinks at obstacles nor yields to circumstances. In physique, Dr. PIERCE is an ideal type of American manhood. Of medium stature, robust, his appearance is characterized by a healthful, vigorous vitality, while the full, lofty brow and handsomely-

cut features are indicative of that comprehensive mental power and remarkable business sagacity which have combined to place him among the distinguished men of the age. * * * As an earnest worker for the welfare of his fellow-men, Dr. PIERCE has won their warmest sympathy and esteem. While seeking to be their servant only, he has become a prince among them. Yet the immense fortune lavished upon him by a generous people he hoards not, but invests in the erection and establishment of institutions directly contributive to the public good, the people thus realizing, in their liberal patronage, a new meaning of the beautiful Oriental custom of casting bread upon the waters. Noted in both public and private life for his unswerving integrity and all those sterling virtues that ennoble manhood, Dr. PIERCE ranks high among those few men whose names the Empire State is justly proud to inscribe upon her roll of honor." Dr. PIERCE has lately erected a palatial Invalids' Hotel for the reception of his patients, at a cost of over half a million dollars. It was opened to the public May 1, 1878.

A MAN OF THE TIME.

Speaking of Dr. R. V. PIERCE, the *Buffalo* (N. Y.) *Commercial* says: "He came here an unknown man, almost friendless, with no capital except his own manhood, which, however, included plenty of brains and pluck, indomitable perseverance, and inborn uprightness, capital enough for any man in this progressive country, if only he has good health and habits as well. He had all these great natural advantages, and one thing more, an excellent education. He had studied medicine and been regularly licensed to practice as a physician. But he was still a student, fond of investigation and experiment. He discovered, or invented, important remedial agencies or compounds. Not choosing to wait wearily for the sick and suffering to find out (without any body to tell them) that he could do them good, he advertised his medicines and invited the whole profession of every school, to examine and pronounce judgment on his formulas. He advertised liberally, profusely, but with extraordinary shrewdness, and with a method which is in itself a lesson to all who seek business by that perfectly legitimate means. His success has been something marvelous—so great, indeed, that it must be due to intrinsic merit in the articles he sells, more even than to his unparalleled skill in the use of printer's ink. The present writer once asked a distinguished dispensing druggist to explain the secret of the almost universal demand for Dr. PIERCE'S medicines. He said they were in fact genuine medicines—such compounds as every good physician would prescribe for the diseases which they were advertised to cure. Of course, they cost less than any druggist would charge for the same article, supplied on a physician's prescription, and, besides, there was the doctor's fee saved. Moreover, buying the drugs in such enormous quantities, having perfect apparatus for purifying and compounding the mixture, he could not only get better articles in the first place, but present the medicine in better form and cheaper than the same mixture could possibly be obtained from any other source.

Extracts from Biographical Sketches of New York Senators.

At the age of eighteen, he (Dr. PIERCE) entered a medical school, and proved a devoted student, graduating at twenty-three with the highest honors. A simple knowledge of the routine of practice as then in vogue, was not enough. He sought new means of healing, and explored "schools" of practice that were prohibited by his sect. He de-

nounced errors in the prevailing "schools" and accepted truths belonging to those prohibited. Every one knows how such daring and destructive innovations are regarded by the medical profession generally. Dr. PIERCE was no exception to the rule. But he paid no attention to detraction, pursuing his own way with that energy which proves now to be a most excellent ally of his medical instincts.

The World's Dispensary is to-day the greatest institution of its kind in the world. More than two hundred persons are employed, fifteen being skillful physicians and surgeons. Each of them devotes himself to a special branch of the profession, all acting together when required, as a council upon serious cases. The printing department of the Dispensary is larger than the similar department of any paper outside of the *New York Herald*.

THE PEOPLE'S COMMON SENSE MEDICAL ADVISER will often save the family from the necessity of contracting large doctor's bills. It costs only \$1.50. Hon. P. T. BARNUM says: "It is overflowing with instruction."

From the New York Times.

WELL-MERITED SUCCESS.

The author of "The People's Medical Adviser" is well-known to the American public as a physician of fine attainments, and his Family Medicines are favorite remedies in thousands of our households. As a counselor and friend, Dr. PIERCE is a cultured, courteous gentleman. He has devoted all his energies to the alleviation of human suffering. With this end in view and his whole heart in his labors, he has achieved marked and merited success. There can be no real success without true merit. That his success is *real*, is evidenced by the fact that his reputation, as a man and physician, does not deteriorate; and the fact that there is a steadily increasing demand for his medicines, proves that they are not nostrums, but reliable remedies for disease. The various departments of the World's Dispensary in which his Family Medicines are compounded and his special prescriptions prepared, are provided with all modern facilities.

From the "United Aid Journal."

THE ART OF PROLONGING LIFE.

People generally desire long life and good health. Sickness and premature death are almost always due to violations of the laws that govern our physical being, and of which the masses are ignorant. If men knew better they would *do* better; but how can they avoid an evil that they know not of? While efforts are made through the public schools to give each child a so-called common English education, yet the children are permitted to grow up and enter upon the responsible duties of active life, profoundly ignorant of the structure of their own bodies, and the laws of physical being upon which their health and lives depend. They are sent to school and crammed with arithmetic, grammar, and geography, by teachers who, in many instances, have never studied physiology and hygiene. They are taught to locate the mountains and trace the rivers of foreign countries, but are never taught to locate the vital organs and glands of their own bodies, or trace the veins, arteries, and nerves, in their various ramifications. They are instructed in the flow of the tides, the course of the ocean currents,

and the philosophy of winds and storms; but they have no correct conception of the relative effects upon their health of breathing pure or impure air, nor has their attention ever been called to the importance of keeping their bodies clean and healthy by regular bathing. The criminality of such neglect in teaching becomes apparent when we consider that the masses, ignorantly violating the laws of health, bring upon themselves sickness, suffering, and death, that might otherwise be avoided. In this condition of things we welcome into being any work that is calculated to impart to the masses a knowledge of the structure of their own bodies, the laws of health, and the importance of observing those laws. We find Dr. PIERCE'S "Common Sense Medical Adviser" to be just such a work. It is physiological and pathological, and the major part of it should be converted into a text-book for the use of common schools. Its careful study will enable the healthy to preserve their health, and the sickly to regain health. Every parent should read it, and as their children become of proper age instruct them in the all-important truths it contains. Were this done, much suffering and premature death would be prevented, and many a youth saved from a life of shame and licentiousness. The book contains nearly one thousand pages, is profusely illustrated with colored plates and wood-engravings, and can be had for \$1.50 (post-paid), by addressing the WORLD'S DISPENSARY MEDICAL ASSOCIATION, Buffalo, N. Y.

OVER 225,000 COPIES SOLD.

THE PEOPLE'S COMMON SENSE MEDICAL ADVISER appears in a revised form, having attained a sale of over 225,000 copies.

The New York Tribune says:

"The American mind is active. It has given us books of fiction for the sentimentalist, learned books for the scholar and professional student, but *few books for the people*. A book *for the people* must relate to a subject of universal interest. Such a subject is the physical man, and such a book 'The People's Common Sense Medical Adviser,' a copy of which has been recently laid on our table. The high professional attainments of its author,—Dr. R. V. PIERCE, of Buffalo, N. Y.,—and the advantages derived by him from an extensive practice, would alone insure for his work a cordial reception." Price \$1.50, post-paid. Address WORLD'S DISPENSARY MEDICAL ASSOCIATION, Buffalo, N. Y.

From the Messenger of Health for June, 1883.

A WORD ABOUT DR. PIERCE AND HIS WOULD-BE RIVALS.

We are pleased to note the fact that notwithstanding the many newspaper rumors afloat to the effect that the worthy President of this Association, Dr. R. V. PIERCE, has gone abroad on account of ill health, he reports himself in the enjoyment of unusually good health, and may be expected home and at his post of duty as consulting physician at the World's Dispensary and Invalids' Hotel, early next month (July, 1883). The chief object of his visit abroad is to give some personal direction to professional and business affairs at our European branch in London. He is also availing himself of the opportunity to once more visit some of the leading European hospitals and sanitary institutions, with a view of noting the latest improvements introduced in their management and treatment of chronic and surgical diseases. He has also been visiting some of the most celebrated mineral springs, and the various "cures"

connected therewith, that he may familiarize himself with their value as remedial agencies. For Dr. PIERCE, be it known, is not the narrow-minded man that some of his envious rivals would have people believe. He don't want people to regard his few "put-up," "ready-made," or proprietary medicines, as "cure-alls," or *panaceas*, but, on the contrary, he investigates all means and methods of cure—holding fast to that which is good. In other words, he is truly eclectic, independent, and rational in his practice of the healing art. So far from recommending his few proprietary medicines, as sold through druggists, to cure all diseases, he takes especial pains in all his pamphlets and writings, to inform the people generally that they are *not* "cure-alls," and should not be taken for any of the large catalogue of human maladies for which they are not recommended. As proof that Dr. Pierce's Family Medicines should not be classed with the humbug nostrums of the day that *are* puffed and lauded to cure all diseases, it is only necessary to state that, meritorious as these favorite prescriptions of the Doctor's are, the staff of physicians and surgeons, organized by him for the treatment, at the World's Dispensary and Invalids' Hotel, of the more obscure, complicated and obstinate forms of chronic diseases, have ever, by his direction, freely resorted to as great a variety of remedies and curative agents, in prescribing for patients, as are employed by any similar number of practitioners of medicine of whatever school they may be. They are not hampered by any one-idea *ism* or *pathy*, but freely resort to the whole broad domain of the *Materia Medica* of all the schools. They prescribe of Dr. Pierce's Standard Family Medicines freely when adapted to the case in hand, and only in such cases.

They advise with reference to diet, bathing, exercise, and other hygienic requirements, and do not hesitate to employ surgical means and methods of treatment in cases requiring it.

Notwithstanding that each of the fifteen professional gentlemen on our staff possess diplomas, conferred by from one to three medical colleges and universities of an acknowledged high standard of requirements, and notwithstanding that they practice a liberal, rational, and scientific system of treatment, yet envious rivals are ever ready to traduce and slander them. This has been especially the case with a few old fogies of this city, who never lose an opportunity, especially when among their patrons, to misrepresent our institutions and practice. Narrow-minded men are ever envious and illiberal toward those who distance them in business success. The fact that Dr. PIERCE has seen fit to put up in convenient form, for sale and use, a few of his choice and favorite prescriptions, long and most successfully used in his private practice, and has recommended them to the people to be used for certain easily-recognized maladies, has furnished sufficient pretext for his enemies and those jealous of his unprecedented success in the treatment of all chronic diseases, to endeavor to lower him in the estimation of the people by denouncing him, and all those associated with him, as "quacks," regardless of their qualifications. Long and diligently pursued study in the line of their several specialties, and vast experience in the treatment of disease, count for nothing in the estimation of such narrow-minded men. Parrot-like, they can only shout "quack!" Fortunately, the people of this country are too intelligent to be misled by any such set of bigots, and our business, especially our practice, was never so prosperous and extensive. Although at present employing fifteen physicians and surgeons, six stenographers as assistants in taking notes of cases, making records, etc.; also numerous book-keepers, file clerks, prescription clerks, nurses, and other assistants, in order to be able to give that close and careful attention to every case consulting us that it should have, yet we promise our envious rivals that if

they continue their imbecile croaking about "quacks," we will increase our staff materially within the next twelve months—not, however, by gratifying any of their clan by an invitation to accept a place thereon, for we have use only for men of liberal and progressive ideas, in harmony with the spirit of the age in which we live.

WORLD'S DISPENSARY MEDICAL ASSOCIATION.

From the Buffalo Times.

BIOGRAPHICAL SKETCHES OF MEN OF NOTE.

RAY VAUGHN PIERCE was born on the 6th of August, 1840, in the town of Stark, County of Herkimer, N. Y. His ancestors were among the early settlers of Massachusetts, and afterward a branch of the family removed to Central New York, and were the progenitors of the subject of this sketch. While yet young, his parents left New York and located in Venango County, Pennsylvania. The chosen home was in a newly-settled region, amid wild and romantic scenery, and did not possess the most promising surroundings for educational pursuits, or mental culture. Young PIERCE early developed a yearning for knowledge, and exhausted all the resources within his reach for self-improvement. The local schools were utilized to their utmost capacity, and what they lacked was made up by home study and private tuition, until he prepared himself for professional studies.

At the age of eighteen he commenced the study of medicine, and at the end of four years, graduated with the highest honors. He at once entered upon the duties of his profession, at the village of Titusville, in Venango County, Pennsylvania. Four or five years of country practice created a desire for larger opportunities and a broader field of operations. In 1867, he came to Buffalo and opened an unpretending office on Clinton Street, for the practice of medicine. He was a comparative stranger in the city, and he found it a slow and discouraging undertaking to build up such a practice as his ambition craved. His active brain soon evolved other plans and different methods of business, as well as new fields of usefulness for the employment of his time and energies. Not content with the daily routine of the ordinary practitioner, he determined to enlarge his sphere of operations, and to provide required remedies and specifics to multitudes beyond the range of a narrow circuit of daily routine calls.

He began in a small way, the preparation of medicines, and advertised their healing qualities, and soon found a favorable response from the sick and afflicted, and his business increased beyond his most sanguine anticipations. The little room on Clinton Street was soon given up for a store on Main Street, and in due time this was abandoned for larger quarters, that were obtained elsewhere until the "World's Dispensary" was established on the Terrace, with its manifold appliances for the preparation and circulation of his numerous remedies.

Dr. PIERCE knew the value of judicious advertising, and thereby he created a demand for his medicines in all parts of this country, as well as from abroad. Within five years after he established himself in Buffalo, the World's Dispensary was known throughout the globe.

The fame of the institution led to frequent applications from abroad for opportunities for personal treatment, and to meet this demand Dr. PIERCE conceived the idea of erecting an Invalids' Home. The conception finally culminated in the construction of the famous Palace Hotel, one of the finest, largest, and best equipped public houses in the State. The structure was designed to provide an Invalids' Home for non-resident patients. It was a magnificent building, and cost, including the

grounds, its furnishing and equipments, nearly a half a million dollars. It was an ornament to Buffalo, and one in which every citizen felt a just pride. Its fame spread far and near, until nothing in or about the Queen city was better known than Pierce's Hotel. Tourists made long journeys to see the famous building, and Buffalonians rarely failed to take their visiting friends to the Palace, as one of the objects of interest in the city.

The fire fiend destroyed this beautiful structure in the winter of 1881, and then Dr. PIERCE erected suitable buildings, on Main and Washington Streets, above Chippewa, to accommodate both branches of his growing business. The buildings were completed and occupied in May last, and are a model, not only in architectural design, but in their appointments for the purposes required. The premises have a frontage of 100 feet on Main and Washington Streets, and a depth of 200 feet. The Invalids' Hotel and Surgical Institute occupies the Main street front, and the Dispensary the Washington Street side. The buildings are six stories high, and are constructed of brick, with sandstone trimmings.

The basement, or first story of the Dispensary, opens on a level from the Washington Street sidewalk, and is occupied by a plant of three large boilers, which supply the steam used to run a huge Corliss engine, of 100 horse-power, which is also located on this floor, and drives the machinery of the whole establishment.

The main or second floor is entered from Main Street, by a short walk through the grounds surrounding the Invalids' Hotel and Surgical Institute. On this floor are located reception-rooms, business offices, counting-rooms, the advertising department, mailing-room, the extensive medical library, and a series of fourteen large, elegantly-furnished, and well-lighted rooms, occupied by the medical staff as reception parlors, and consultation and surgical operating rooms.

On the third floor is the Association's extensive printing and binding works. Thirteen large presses driven by power, with eight folding machines, trimming, cutting, and stitching machines, are constantly running in this department.

Large mills for crushing, grinding, and pulverizing roots, barks, herbs, and other drugs, occupy a considerable part of the fourth floor. Extensive drying-rooms, in which articles to be ground in the drug mills are properly dried, are also located upon this floor, as are also many large tanks containing thousands of gallons of medicine ready for bottling.

The entire fifth floor is occupied with mixing, percolating, distilling, filtering, and other apparatus. Every process is conducted under the watchful care of an experienced chemist and pharmacist, and in the most perfect and orderly manner, the apparatus employed being of the most approved character.

The sixth floor is wholly occupied for the storage of paper, crude drugs, glass, corks, and other supplies employed in the general business.

The Invalids' Hotel is provided with Turkish, electric, and other approved baths, with gymnasium and treatment room, fitted up with vacuum and movement treatment apparatus of the most modern and approved style. It also has accommodations for invalids and patients, who are cared for not only medically but physically.

The establishment furnishes employment to a small army of men and women, about 200 altogether—engaged in the several departments in compounding and preparing medicines, packing and shipping goods, printing, folding, wrapping, and mailing advertising literature, besides an array of superintendents, clerks, and accountants, to look after the

details and financial affairs of the concern. The steam presses are constantly running, throwing off circulars by the million, that are sent to all parts of the earth. The paper used in the establishment costs \$100,000 per annum. Car loads of medicines are shipped in all directions, and thousands of the afflicted in every clime are relieved by the remedies that are flowing in a steady and constant stream from the justly styled **WORLD'S DISPENSARY**.

The Invalids' Hotel and Surgical Institute, where resident patients are treated, is an equally busy institution. It has accommodations for hundreds of persons, and still it cannot provide for all applicants, many of whom are now occupying quarters in the vicinity of the premises. A corps of nearly a score of competent physicians devote their entire time and attention to the resident patients, and to the written requests for directions and advice from abroad.

Dr. PIERCE has not been parsimonious in making his business known to the world. His judicious system of advertising has brought him abundant and the best kind of custom. He is a regular advertiser in four thousand newspapers, and a systematic account is kept with each one of them. He has also the name and addresses of 5,000,000 persons, to whom are sent circulars and documents, that are printed, wrapped and mailed, postage paid, at the Dispensary. Of posters, dodgers, inscriptions upon blank walls, in cities and on fences, rocks and trees by the wayside in the country, there is no end, all bearing testimony to the push, energy, and well-devised methods of the extensive business.

Such in brief is a mere outline of the business enterprise that the subject of this sketch has created during the last fifteen years, without capital to commence upon, or other adventitious aids in its prosecution. He has relied upon his indomitable energy, persevering application, wise foresight, far-seeing calculation, and thorough knowledge of the business in hand. It is the result of a determined purpose, industriously and zealously pursued, with an intelligence that was equal to the requirement. The most complete system is observed in all the Doctor's transactions. Nothing is done at random, but every thing for a purpose. Economy is rigidly enforced, yet nothing is done grudgingly. Liberal remunerations are made to employés, and commensurate service required. The whole establishment is so thoroughly systemized that it runs with the regularity of clock work. Its completeness and manipulation testify to the consummate skill and executive capabilities of the head of the concern. He is familiar with every item and detail of the business, and controls and directs the whole establishment with remarkable tact. In this wonderful capacity for systemizing and managing complicated business affairs, with which Dr. PIERCE is so richly endowed, is found the secret of his abundant success. His ability to judge human nature, to estimate the character of men, and to determine suitable persons as assistants, is of great service in the transaction of his vast business.

Dr. PIERCE has found time amid his other varied duties, to prepare valuable medical works, and has enrolled himself among well-known authors. Chief among these is "The People's Common Sense Medical Adviser," which is a popular work upon diseases and their remedies, and has been introduced in all parts of the civilized world, and of which over 225,000 copies have been sold.

Dr. PIERCE has been too closely confined to his business to give much attention to politics, yet he yielded to the persuasions of the Republicans in the Fall of 1877 to allow the use of his name as a candidate for State Senator. His opponent was one of the strongest men in Erie county, but the doctor entered the campaign as he would a business enterprise—to win—and he was successful. He carefully mapped out

the canvass and put his whole energies into it, and won the victory against a bitter and unrelenting opposition.

In the autumn of 1878, before the expiration of his Senatorial term, he was placed in nomination by the Republicans for Congress, and was elected by a decisive majority. His career in the Senate and in Congress was creditable to him and gratifying to his constituents. He discharged the duties of both stations intelligently and faithfully, so long as he occupied them. An evidence that public life is distasteful to him is found in the fact that he resigned both offices before the expiration of their respective terms. The Senatorship, however, was resigned to enable him to take his seat in Congress, made necessary by a special session that convened before the close of his Senatorial term. The Congressional office was resigned after the special and the long sessions.

Since his retirement to private life, Dr. PIERCE has devoted his attention to the varied interests of his extensive business, and is, apparently, one of the happiest and most self-satisfied citizens of Buffalo. Although but forty-two years old, he has secured an ample competence, and has the opportunities for amassing a fortune that will number him among the wealthiest men of his time.

He is of medium stature, with a stocky frame, a well-formed head, crowned with an abundance of brown hair with an inclination to curl, a full, flowing beard, a pleasant countenance that carries a pair of keen eyes, that can peer into hidden secrets as far as any other set of optics. He is a genial companion, a lover of sport, an expert angler, a good shot, and in any and every way a man of mark. Judged by results, he is a man of extraordinary ability and accomplishments. He has carved fortune and fame out of his own brain and industry in a remarkably brief period. Best of all, he bears his prosperity in a becoming manner; he is absolutely free from any appearance of pride, exclusiveness or snobbery, that frequently attend the rapid accumulation of wealth. He is as readily approached now at his Main Street palatial establishment, as he was fifteen years ago at his Clinton Street office in a one-story wooden cottage.

Outside of the business of his profession, Dr. PIERCE has been and still is an extensive operator. He was joint owner in the erection of the American Grape Sugar Works, which he subsequently disposed of. He is the President and five-eighths owner in the Big Bend Tunnel and Mining Company, which owns the fee simple to thirteen miles of the North Fork of Feather River, in Butte County, California. This is one of the richest streams on the Pacific coast. The company propose to cut a tunnel a distance of two miles through a spur of the mountain, to divert the stream from its natural channel, thereby enabling the thirteen miles of the claim to be worked. It is the most gigantic mining enterprise ever attempted in California, and the well-known productiveness of the river bed leaves no room to doubt its ultimate success.

He is also President of the Buffalo Loan, Trust and Safe Deposit Company.

He was instrumental, while in the Senate, in passing a bill which made it possible for two separate lines to be built, giving the projectors the right of eminent domain, similar to that enjoyed by railroad companies. This enterprise led to the subsequent establishment of large refining factories in Buffalo.

He has been concerned in many other projects for the development of Buffalo's material interests.

In 1863 he married MARY J. SMITH, and five children have been born of this union—three of whom only are living.

WHY THEY OPPOSE US.

There are about two hundred and fifty physicians in this city, nearly all of whom treat acute diseases, attend obstetrical cases, do more or less surgery, and most of whom also do all they can get to do in the way of treating chronic diseases. Now, we hold that men whose best thought and chief attention are given to the management of fevers and other acute and often extremely dangerous diseases, have quite enough to attend to, if they do their duty properly, to keep well posted on these maladies, and properly care for their patients, and that they are not so competent to treat old-standing or chronic diseases as are those physicians who give their whole time and attention to the study and treatment of some particular class of chronic ailment.

TREATING THE WRONG DISEASE.

To illustrate the foregoing assertion: A few days since a well-known and prominent gentleman of this city, came in to consult our specialists concerning his health. He stated that he had, for some months, been treated by two physicians who are among the most prominent medical men of this city, one being a professor in one of our medical colleges. Both of these gentlemen had pronounced his malady gravel, and had been treating him accordingly. A careful examination soon satisfied our specialists that the disease was enlargement of the prostate gland and consequent retention of urine. An examination of the urine under the microscope revealed the presence of millions of *bacteria*, which develop in the bladder in cases of retention, causing putrefaction of its contents, and irritation and chronic inflammation of that viscus. The introduction of the catheter confirmed the previously-expressed opinion that the gentleman was suffering from retention of urine, for, although he had but just emptied the bladder, as he supposed, having urinated as freely as possible, yet eleven ounces of offensive and partly decomposed urine were drawn through the catheter, and further careful examination showed the cause of this retention to be an enlarged prostate, and not gravel.

WHY THEY FAIL.

Now, the medical gentlemen who had in this case been so far misled in the diagnosis of his malady are gentlemen of far more than average qualifications and skill in the treatment

of fevers, diphtheria, pneumonia and other acute diseases, and, had they time and the inclination to give their close and special attention and best thought to the study and treatment of some special case of chronic ailments, they would succeed in that line. But no man whose mind is preoccupied with the study and treatment of acute diseases, or with lecturing to students can, at the same time, excel in the treatment of chronic diseases. Better, therefore, turn his chronic cases over to the man whose sole business is to treat such cases.

CARELESS DOCTORS.

The hasty and often indifferent manner in which the general practitioner has, of necessity, to deal with such cases, does not result to the patient's good.

DOGS IN THE MANGER.

Why, then, do not general practitioners send these cases to specialists? Some of them, not so grasping as the majority, do, and we receive a very large number of such referred cases annually, but others, we are sorry to say, the great majority, pursue a kind of a dog-in-the-manger policy; if they have not the time, or the experience and skill necessary, to cure their patient, they are not willing that any one else should cure him. We get a great many such cases after they have been badly treated, and all kinds of mistakes made with them, and cure them, too, and this is very exasperating to these self-conceited medical bigots, and, to retaliate, they circulate all sorts of foolish lies about us, and, inasmuch as they lie about us, we are forced, in self-defense, to tell the truth about them, and explain why they oppose us. Now, as there are a great many of these jealous doctors in this city, and as each has his friends and relatives to help him, taken collectively, they are capable of keeping the air full of rumors and reports, circulated to injure our professional standing and the well-earned fame of our institution.

OUR FRIENDS IN THE PROFESSION.

We would not have the reader infer that all the doctors in this city oppose us. On the contrary; there are very many, and they are among the most skillful, broad and liberal-minded men in the profession, with whom we are on the best of terms, both socially and professionally. From many of these we often receive cases not in the line of their practice, or for treating which, they feel they have not as good appliances and facilities as we possess.

JEALOUS DRUGGISTS.

Nor are our envious and jealous opponents confined to the doctors of this city and their friends; the druggists, also, have a fancied grievance, because we manufacture, compound, and dispense all our medicines and prescriptions, and so are not profitable patrons of theirs, as are most of the general practitioners, and, hence, the druggists' sympathies are with the latter. When the druggist happens to be a narrow-minded specimen of humanity, he lets his sympathy and fancied business interests warp his judgment, and embraces every opportunity to speak a bad word for us, and a good word for the doctor who sends his prescriptions to him to be compounded. But with the druggists as with the doctors, it is only the narrow-minded, selfish ones who lend their influence to do us a wrong. Those of broader and more liberal views consider that the large professional business which we have built up in this city, bringing thousands of strangers from every part of the United States and Canada to this city annually, is of far greater general benefit to the business and other interests of the people than that produced by a score of general practitioners of medicine.

NARROW-MINDED DOCTORS EVERYWHERE.

Not only do many city physicians endeavor to injure our reputation as skillful practitioners, but the same petty jealousies seem to actuate our narrow-minded brethren of the profession throughout the country. It is a very frequent experience with us to be told by a patient whom we are about to discharge perfectly cured, that he came to us against the advice of his home physician, who told him we were quacks and could do him no good.

THEY TRY TO COVER UP THEIR TRACKS.

Sometimes these bitter denunciations are thrown out to deter patients from coming to us, through fear that our experts will discover how egregious have been the blunders committed in the case, by these self-same narrow-minded, and ignorant fellows, whose sole aim is to cover up their mistakes. They fear that, if their patient comes to us, their errors may be exposed, or, perhaps, they reason that, if we cure the case, people may think that we possess skill superior to themselves. To one who professes to know it all, this is, no doubt, a serious consideration, but to the really wise physician, who does not profess to be an expert in every branch of medical practice, it is not a humiliating experience at all. He sends us his chronic cases, because he has neither the time nor all the

appliances and facilities for treating every form of chronic ailment. He has generally all that he can properly attend to to look after his patients suffering from acute maladies. Which is the wiser man? A narrow-minded, conceited, grasping, dog-in-the-manger fellow, who tries to treat everybody and all kinds of ailments, making himself a kind of jack-of-all-trades and master of none, or he who is content with cultivating as much of the field of practice as he can manage, and do it well, leaving to others the responsibility of taking care of the balance?

OPPOSED TO ADVERTISING.

But, they say we are quacks because we advertise. Well, so long as we pay the printers' bills, we deny anybody's right to deprive us of this very common privilege of the people. Our methods may be different from those adopted by some of our professional brethren, yet we hold them to be quite as legitimate as theirs. Some, for instance, accept professorships in medical colleges, giving their services free, for the sake of the high-toned advertising they thereby secure, in connection with the college announcements, for it is a fact that many people suppose that medical men who hold college professorships must necessarily be very competent and skillful physicians. Quite the contrary, however, is generally true, so far as skill in practice is concerned.

It has been happily said that the best teachers of music are often the poorest performers, and this is equally true of professors in medical colleges. There are not a dozen teachers in the medical colleges in the United States who could earn an independent living by the practice of their profession in the ordinary way, were it not for the prestige their position as professor gives them, and, knowing this, they render their services as teachers for little or no compensation.

OUR HONORABLE BUSINESS METHODS.

Now, we prefer to do our advertising in a more business-like way, paying for it, just the same as if we were engaged in any other honorable business. We are not ashamed of our business; hence we let the people know of it through the press. We believe that we have superior appliances, remedies, and facilities for treating chronic diseases, and we do not believe in hiding our light under a bushel. Neither do we adopt the "dead-head" system of advertising, securing notices of important cases treated, or surgical operations performed, without paying therefor.

It is considered no compliment, by us, when our skill is

compared to that possessed by some professor, whose best thoughts and attention are given to getting up his lectures in acceptable style, and not to curing his patients. Out of fifteen physicians and surgeons composing the Faculty of the Invalids' Hotel and its London Branch, there is not one who has not all the practice he can attend to, without spending his time at such pursuits as writing lectures to be delivered to students.

A GENTLE HINT.

If these medical gentlemen whose chief business consists in treating acute maladies, would give their exclusive attention to this, making a specialty of acute diseases, as we do of chronic affections, they would be far more successful, and there would not be so much chronic disease in the land as the result of badly-treated acute diseases. For it is a fact patent to every specialist dealing largely with chronic maladies, that a large percentage of the diseases which he is called upon to treat could have been easily and promptly cured in their acute stage, had proper treatment been employed at that time.

If, then, our brethren of the profession throughout the country would prevent their patrons from drifting into our hands for treatment for chronic diseases, let them render such skillful treatment in the acute stage of diseases as to prevent their becoming seated and lingering ailments. Our patients have generally already tested thoroughly the skill and resources of their home physicians before applying to us; hence, one would suppose their former attendants would be quite willing that they should seek relief wherever it is to be found, but such does not seem to be their pleasure, if we are to judge by the desperate efforts made to keep sufferers from applying to us for relief.

Being human, it is but natural that we should be more or less annoyed by such unfair treatment at the hands of those who should be our warm friends and supporters. But, notwithstanding the envy, jealousy, and active opposition of the most narrow-minded and bigoted members of the profession in this city, and throughout the country, our professional business has continued to grow from a small beginning, some years ago, when one physician, unaided and alone, managed all its affairs, until now fifteen physicians and surgeons, including those employed at our London Branch, are kept constantly busy to properly care for our patients. Surely, these results prove more conclusively than any words of ours, that those who have so strongly opposed us have done so to little purpose.

WORLD'S DISPENSARY MEDICAL ASSOCIATION.



HOW TO AVOID SWINDLERS

**Who Sometimes Infest the Cars and Depots in
and Near this City.**

We warn all those who contemplate visiting us, that we have the most *positive proofs* that a gang of confidence men have at different times made it their business to watch for sick and infirm people on the way to our institutions, and divert them into the hands of "sharpers," confidence men and swindlers. These men have watched for the coming of invalids on the cars, in and around the depots, in the offices of the hotels located near the depots, and if inquiry was made for our institutions, or if the object of the visit to the city was made known or suspected from the invalid appearance of the traveler, they at once commenced weaving their skillfully-wrought web to catch a victim.

WE, THEREFORE,

Advise all those Desiring to Visit Us,

FIRST.—To ask for no information from policemen, or those appearing to be policemen, in or about our depots. Confidence men often assume a style of dress similar to that worn by policemen.

SECOND.—Let the object of your visit to the city be known to no one whom you meet on the cars, or in the depots or near them.

THIRD.—If you have a check for baggage, when the baggage-man comes through the cars, as one does on every train before it reaches the city, asking if you will have your baggage delivered anywhere in the city, or, if you will have a carriage; if you have a trunk, give him the check for it, pay him 25 cents only and he will have it delivered at the **INVALIDS' HOTEL AND SURGICAL INSTITUTE, 663 Main Street.** (Do not forget the number). You had

better, also, procure a ticket from this baggage-man, or agent, for a *coupé* or carriage to our place, for which you will have to pay only fifty cents. (Outside prices are higher.) This saves all trouble and anxiety, as the agent will look carefully after both yourself and baggage, and you are sure of reaching our place promptly and safely. If you have only hand-baggage, such as bundles, traveling-bags, or similar luggage, you can take it with you in the carriage without extra cost.

Mr. C. W. Miller, whose agents solicit on all the in-coming trains for the delivery of passengers and baggage, has an office in every passenger depot in this city, to which you can apply if, by any chance, you miss his agent on the train.

THE INVALIDS' HOTEL AND SURGICAL INSTITUTE IS OPEN DAY AND NIGHT, and you will be cordially received and well taken care of.

The table is provided with the best of food.

No hotel in the city has better rooms or beds than the Invalids' Hotel.

This institution is not a hospital, but a commodious and comfortable invalids' home.

If all we say of our institutions, and our advantages and facilities for the successful treatment of disease is not found, on your arrival and investigation, to be just as we have represented them, **we will pay all the expenses of your trip and you can return home at once.**

“A Word to the Wise,”

in the nature of advice, to those about to visit us, in conclusion, may not be out of place.

Keep your business to yourself while on the road here, also when about the depots, and ask no questions of ANYBODY.

Make no traveling acquaintances. They are dangerous.

Observe the foregoing directions, and any child of twelve years, possessed of ordinary intelligence, can reach our conspicuous place, **663 Main Street, Buffalo, N. Y.,** without fail.

WORLD'S DISPENSARY MEDICAL ASSOCIATION.

MAP REPRESENTING CENTRAL PORTION OF THE

CITY OF BUFFALO

SHOWING LOCATION OF RAILROAD DEPOTS AND THE

INVALIDS' HOTEL, 663 MAIN STREET,

(Between Chippewa and Tupper Streets.)

The black dotted line ----- represents the Street Railroad over which horse-cars run up Exchange Street past the Depots, to Main Street, and thence up Main past the INVALIDS' HOTEL. Trains of the Canada Southern Railroad use the Central Depot. Don't get off at the Terrace Depot. It is only a local station.



The Grand Trunk and Great Western Railroads use both the Central and Erie Depots. The Grand Trunk also runs a part of its Passenger Cars to its Depot on Erie Street.

MATTHEWS, NORTHUP & CO., BUFFALO, N.Y.

World's Dispensary Publications.

Any one of the following **DIME SERIES OF PAMPHLETS**, which vary in size from 48 to 168 pages each, will be sent to any address, post-paid, on receipt of ten cents in postage stamps.

Each **PART**, or pamphlet, gives a full consideration of the nature and curability of the diseases upon which it treats. The subjects considered are profusely illustrated with wood-cuts, and some of the Parts also contain colored plates. The topics discussed, in the different Parts, are as follows:

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PART II.—Dyspepsia, Chronic Diarrhea, "Liver Complaint," Biliousness, Constipation, and Kindred Affections.

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PART XIV.—Asthma, or Phthisic; New and Successful Treatment.

PART XV.—Common Sense Applied to the Treatment of Surgical Diseases and Deformities.

COMMON SENSE MEDICAL ADVISER, 12th Revised Edition, over 1,000 pages, profusely illustrated with nearly 300 Wood-cuts and Colored Plates, sent (post-paid) for \$1.50. Address,

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EUROPEAN BRANCH of World's Dispensary, 3 New Oxford St., London, Eng.

THE PEOPLE'S COMMON SENSE MEDICAL ADVISER

OR, MEDICINE SIMPLIFIED.

By R. V. Pierce, M. D., Consulting Physician to the Invalids' Hotel, Buffalo, N. Y.

This popular work contains important information for the young and old, both male and female, single and married, not heretofore published in this country, for the non-professional reader. MEN AND WOMEN, MARRIED AND SINGLE, are many times tempted to ask their family physicians questions on delicate matters,



Boat-house.—Buffalo Park.

but are deterred from so doing by their sense of modesty. This work answers just such questions so fully and plainly as to leave no one in doubt. It contains over 1,000 pages,

nearly 300 colored and other illustrations, is bound in extra cloth, and sent to any address (post-paid) on receipt of \$1.50. This book is no longer sold through agents.

Address, WORLD'S DISPENSARY MEDICAL ASSOCIATION, Buffalo, N. Y.

COME DIRECTLY TO THE HOTEL.

Invalids arriving in the city and desiring to consult us, should come directly to the Hotel. It is easily accessible by carriage, omnibus, or street-cars, and is open the year round. It is the most complete and elegant hotel in the city. Do not let runners from other hotels deceive and mislead you.

From the Buffalo Courier, October 24, 1883.

THE PEOPLE'S MEDICAL ADVISER.

The World's Dispensary Medical Association are printing the twelfth edition of "The People's Common Sense Medical Adviser, in plain English; or, Medicine Simplified," the well-known work of Hon. R. V. PIERCE, M. D., President of that Association. Within a period of eight years, two hundred and twenty-five thousand copies of this book have been sold, and it is altogether probable, judging from the demand, that the forthcoming edition of forty thousand copies will be disposed of within three months. The work is written in the simplest language, its scope is wide and comprehensive, and as a family guide it is very valuable. It treats of physiology, hygiene, temperaments, diseases and domestic remedies, deals largely with the means for the preservation of health, and points out the best things to be done by the non-professional in sudden attacks of disease, cases of accident, or in the absence of a physician. The prime value of the work, however, consists in its analysis of the symptoms of disease and their treatment and remedies. Its title, "Common Sense Medical Adviser," is made good in the work, and more need not be said of it.